From:	John Kotarski
To:	Taylor, Christopher (Mayor)
Cc:	Schopieray, Christine; Harrison, Venita; Allison Buck; David Esau
Subject:	Bloomberg public art grant
Date:	Sunday, February 25, 2018 9:13:22 PM
Attachments:	Bloomberg grant.pdf

Mr. Mayor,

I am writing in reference to the opportunity outlined in the letter you forward to me inviting a grant submission from Ann Arbor for a $1M grant to fund a close collaboration between city government and our creative community. The submission deadline is April 19, 2018

The art commission is committed to the plan we submitted to Council earlier, but let me suggest a way we can help offer advice and leadership and still remain focused on our original plan for the year. This strategy will require activating support from all sectors of our community.

With your concurrence, I will circulate an email that:

1. Requests art commissioners spread the word to their network of friends encouraging a submission by April 6.
2. Recommends that the City Manager asked senior staff to examine ongoing projects for potential collaboration, tasks the communication department to spread the word, and identifies a city staff to serve as liaison for the project.
3. Recommends that you encourage Council Members to spread the word and recruit a representative from each ward to serve on a submission review task force.

I will lead the task force that will meet on April 9 to rank the proposals. You will have the ranked list of proposals by April 10 from which to select the proposal that you will submit by April 19 (you can use an online survey or your own best judgement to assist you).

Let me know if you concur with this strategy and I will send the email as soon as possible.

This is an exciting project and I look forward to working with you on it.

Best,
John

Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

Dear Mayor Taylor:

It is my pleasure to invite you to participate in the 2018 Bloomberg Philanthropies Public Art Challenge, helping cities address major challenges by activating their creative communities.

We are looking to support innovative temporary public art projects that demonstrate close collaboration between city government, artists, and cultural organizations. At least three cities will be selected to receive up to $1 million each for projects that enhance the local economy, civic identity, and residents' quality of life.

During the first Public Art Challenge, launched in 2015, Bloomberg Philanthropies worked with mayors on four transformative projects in Gary, IN; Los Angeles, CA; Spartanburg, SC; and a consortium of Albany, Schenectady and Troy, NY. This year's initiative builds on the success and momentum of our inaugural program as we seek a new round of opportunities to support municipal innovation, strengthen public-private partnerships, engage communities, and enrich the vibrancy of U.S. cities.

For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

From:	John Kotarski
To:	Schopieray, Christine
Cc:	Allison Buck; David Esau
Subject:	15 minutes with the Mayor?
Date:	Tuesday, February 27, 2018 11:47:59 AM

Hi Christine,

Does the Mayor have 15 minutes this Friday to discuss the Bloomberg Public Art Challenge? I have a commitment from 9:30am-10am. Before of after would be great.

Let me know.

Thanks,
John

From: John Kotarski
To: Schopieray, Christine
Cc: Allison Buck; David Esau
Subject: Re: 15 minutes with the Mayor?
Date: Tuesday, February 27, 2018 12:40:08 PM

Hi Christine,

8:45am this Friday. See you then.

Thanks,
John

Allison and David: I have a 15 minute meeting scheduled with Mayor Taylor this Friday at 8:45am to discuss the Bloomberg Challenge and what the art commission can do to help. You are welcome to join the meeting.

On Tue, Feb 27, 2018 at 12:06 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good afternoon John,
>
> I have an 8:30 or 8:45 if you'd like. Please advise.
>
> Thanks, Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** John Kotarski [mailto:kotarski@pobox.com]
> **Sent:** Tuesday, February 27, 2018 11:48 AM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Cc:** Allison Buck <allisonlbuck13@gmail.com>; David Esau <desau@cdiarchitects.com>
> **Subject:** 15 minutes with the Mayor?
>
> Hi Christine,

Does the Mayor have 15 minutes this Friday to discuss the Bloomberg Public Art Challenge? I have a commitment from 9:30am-10am. Before of after would be great.

Let me know.

Thanks,

John

From:	John Kotarski
To:	Schopieray, Christine
Cc:	Taylor, Christopher (Mayor); Allison Buck; David Esau
Subject:	Meeting with Mayor - Friday 8:45am
Date:	Thursday, March 1, 2018 3:17:34 PM
Attachments:	Bloomberg Challenge ChecklistRv.docx

Hi Christine,

Please share with the Mayor for our meeting tomorrow (if we are not snowed in!).

Best,
John

Bloomberg Challenge Timetable

March 5: begin outreach to organizations that could potentially submit a Request Letter/Proposal (Art Center, Arts Alliance, Ann Arbor Area Community Foundation, Ann Arbor Area Conventions and Visitors Bureau, etc.) Request an outline of their project that includes: 1. Description of the project; 2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups; 3. Explanation of the goals of this project and the potential difference if will make for Ann Arbor.

March 23: Task force identified by City Manager

March 26: Deadline for project outlines

March 28: Task force will select finalist and request a compete proposal

April 11: Final proposal review by select committee from taskforce to refine and submit by April 19

April 19: Proposal submitted with letter from Mayor

Team member roles

Mayor: invite arts originations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

City Council: endorse effort and promote collaboration

Art Commission: lead taskforce and refine proposal for submission, promote collaboration

From:	John Kotarski
To:	Taylor, Christopher (Mayor)
Cc:	Schopieray, Christine; Allison Buck; David Esau; Harrison, Venita
Subject:	Bloomberg Challenge draft
Date:	Sunday, March 4, 2018 8:00:49 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Mr. Mayor,

Please find below a draft of an email that we suggest you send to Ann Arbor's arts organizations (I will send Christine by separate email a list of organizations for your reference).

If you send an email it will allow for hot links; a letter will require you to better define the links. I have also attached some resource documents that we recommend you include: a copy of the Bloomberg letter, a pdf of the final proposal (for reference in creating the outline), and a fact sheet. Use as makes sense.

If you copy me on one of your packets, I will distribute to other art commissioners to spread the word.

Best,
John

++++++++++++++
Dear (non-profit),

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

The deadline is short and I need your help to make a submission. Please activate your network of artists and submit a brief proposal outline by March 26. The finalist will be selected by March 28, and you will have until April 11 to complete the phase one proposal for submission.

Proposal outline should include:
1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference it will make for Ann Arbor.

March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn

more about winning strategies.

This opportunity will require creativity and organization. I am confident Ann Arbor is up to this challenge. My office stands ready to help. Christine Schopieray, my Administrative Assistant, (CSchopieray@a2gov.org or 734-794-6161 ext. 41602) will direct you to the right person on staff to answer any questions you might have.

I look forward to your ideas.

Sincerely,
Mayor Christopher Taylor

Bloomberg Challenge Factsheet

Timeline

March 5: begin outreach to organizations that could potentially submit a proposal outline that includes:

1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference if will make for Ann Arbor.

March 26: Deadline for project outlines

March 28: Task force will select finalist and request a compete proposal

April 11: Final proposal reviewed and refined by taskforce

April 16: Council ratification of proposal

April 19: Proposal submitted with letter from Mayor

Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

Taskforce: review proposal outlines and select finalist; refine final proposal submission

City Council: endorse effort and promote collaboration

Art Commission: lead taskforce and refine proposal for submission, promote collaboration

Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

Dear Mayor Taylor:

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We are looking to support innovative temporary public art projects that demonstrate close collaboration between city government, artists, and cultural organizations. At least three cities will be selected to receive up to $1 million each for projects that enhance the local economy, civic identity, and residents' quality of life.

During the first Public Art Challenge, launched in 2015, Bloomberg Philanthropies worked with mayors on four transformative projects in Gary, IN; Los Angeles, CA; Spartanburg, SC; and a consortium of Albany, Schenectady and Troy, NY. This year's initiative builds on the success and momentum of our inaugural program as we seek a new round of opportunities to support municipal innovation, strengthen public-private partnerships, engage communities, and enrich the vibrancy of U.S. cities.

For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.
(200 words maximum)

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?
Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.
(200 words maximum)

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?
(200 words maximum)

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.
(200 words maximum)

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?
(300 words maximum)

How do you plan to engage communities impacted by this project during its planning, development and implementation?
(300 words maximum)

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.
Please list each entity on a separate line. (200 words maximum)

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

How will you assess the impact of this project?
(250 words maximum)

Name the partner(s) you plan to work with on this assessment.
Please list each entity on a separate line. (150 words maximum)

From:	John Kotarski
To:	Schopieray, Christine
Cc:	Allison Buck; David Esau
Subject:	mailing list for Bloomberg Challenge
Date:	Sunday, March 4, 2018 8:11:44 PM
Attachments:	2018-Guide_FULL_Final.low-rez.pdf

Hi Christine,

Please find attached a list of art organizations published by Art Alliance for 2018. Please use this as a supplement to the list you already have.

I think the more folks who get a personal email from the Mayor regarding this the better. They may not all apply but they will know the Mayor is engaging their community and hopefully they will spread the word.

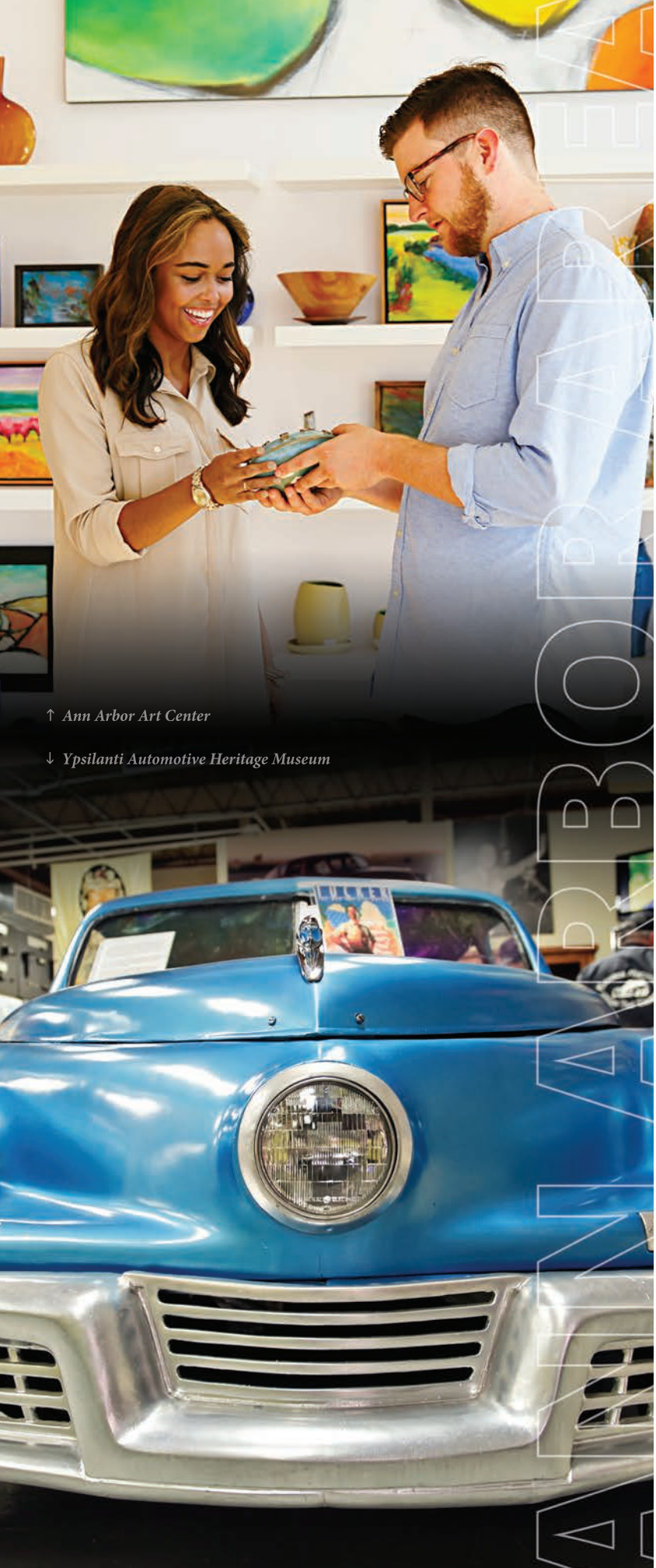
If you send me the final packet the Mayor sends out, I will distribute to art commissioners.

Thanks,
John

THE ANNUAL ARTS & CREATIVE INDUSTRIES GUIDE 2018

the Arts alliance

YOUR GUIDE TO THE ARTS & CREATIVE INDUSTRIES IN THE GREATER ANN ARBOR AREA



↑ *Ann Arbor Art Center*

↓ *Ypsilanti Automotive Heritage Museum*

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THE ANNUAL ARTS & CREATIVE INDUSTRIES GUIDE 2018

the Arts Alliance

Courtesy of AAACVB

ARTS + CREATIVE INDUSTRIES = POSITIVE IMPACT

"The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness and beauty. The arts bring us joy, help us express our values and build bridges between cultures. The arts are also a fundamental component of a healthy community, strengthening them socially, educationally and economically—benefits that persist even in difficult social and economic times." - Randy Cohen, Americans for the Arts

The positive impact of the arts and creative industries in the greater Ann Arbor area reflect Randy Cohen's words completely. Whether it is on an intimately personal or broadly communal level, the people in our cities and towns are infused with the arts in our schools, venues, public spaces and businesses. So are the visitors who are welcomed by the artists, makers, creatives, producers and presenters.

The choices are bountiful! Every day of the year in every community in Washtenaw County, you can find something creative to do or see. Whether this is your home or you are visiting, the 2018 Annual Arts & Creative Industries Guide is your access point to it all. The Arts Alliance is pleased to present this directory of our members, enabling you to find and enjoy arts, cultural and creative activities.

The Arts Alliance thanks and appreciates each of its creative and ally members for their inspiration, participation, support and most importantly, the energy they give to keep the arts alive in our community.

Please enjoy your time in our creative community!

Left to Right: Colby Spencer Cesaro, Deb Polich, and Britany Affolter-Caine

With warm regards,

Colby Spencer Cesaro
Co-chair
The Arts Alliance
Info@A3Arts.org

Deb Polich
President/CEO
The Arts Alliance
deb.polich@A3arts.org

Britany Affolter-Caine
Co-chair
The Arts Alliance
Info@A3Arts.org

BOARD OF DIRECTORS

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Melissa Milton-Pung
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Jay Mullick
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Managing Partner, PSMI, Inc.
Ann Arbor Resident

Viren Shah, MBA, BE, PMP
VP & CIO
Masco Cabinetry
Northville Resident

Susan Wagner
VP & Compliance Department Manager
Bank of Ann Arbor
Ann Arbor Resident

Alex West
Director of Research
Ann Arbor Spark
Ann Arbor Resident

PUBLISHER
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Paula Popa
www.paulapopa.crevado.com

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Lauren James

PRINTING
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- Arbor Networks
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- Eastern Michigan University Foundation
- Illuminatus Lasers
- Masco Cabinetry
- Mélange
- Merrill Guerra, Realtor
- Tim & Laurie Wadhams
- University of Michigan School of Music, Theatre & Dance
- University Moving & Storage

The Arts Alliance is a proud member of these leadership organizations:

2017-2018 ALLY MEMBERS

The Arts Alliance's Ally members are those who publically support, advocate for and/or promote arts, culture and creativity in the greater Ann Arbor area. Ally members frequent arts or cultural events, value arts and creative education, appreciate that 21st century businesses seek creative employees and want to live in a vibrant, authentic community. The Arts Alliance sincerely thanks its Ally members for their support and encouragement.

PURPLE $10,000+

- Ann Arbor Area Convention & Visitors Bureau

VIOLET $5,000+

- Buhr Foundation
- Masco Corporation Foundation
- Jay Mullick

BLUE $1,000+

- Ann Arbor Area Community Foundation
- David & Jill Esau
- Cathy Gendron & John Johns
- Jean P. Rowan

GREEN $500+

- Oxford Companies
- Deb Polich & Russ Collins
- Judy Dow & Don Rumelhart
- Anonymous
- Bob & Marina Whitman

YELLOW $250+

- Mike Allemang & Janis Bobrin
- Ann Arbor Downtown Development Authority
- John & Kathleen King
- Jane and John Lumm
- Janet Nacu
- Kate & Phil Roos
- Susan Wagner

ORANGE $100+

- Karen Al-Saadi
- Ann Arbor SPARK
- Deaver Armstrong
- Joan Binkow
- Shary Brown & Michael Moran
- John Carver
- Ward & Mary Gillett
- Deb Greer
- Ruth Ann Jamnick
- Ruth Lednicer & Steve Cole
- Susan McClanahan
- Courtney & Paul McCreadie
- Jill McDonough & Greg Merriman
- Scott Menzel
- Melissa Milton-Pung & Barney Pung
- Marvin G. Parnes
- Cliff & Ingrid Sheldon
- Greg & Dina Sheldon, A²Yoga
- Amy Valade
- Tom & Anne Venner
- Joseph & Sandra Walls
- Peggy Wilson
- Mary Zucchero

RED $50+

- Britany Affolter-Caine
- Elizabeth Andrews
- Sarah Apple
- Ryan & Allison Buck
- Brian Filipiak
- Amy Harris
- Michael Henry
- Natalie & Mike Hensel
- Walter Kraft
- Amy Rosenberg
- Viren Shah
- Margie Teall
- Pat Vailliencourt
- Alex West

ALLY MEMBERSHIP LEVELS

Purple	$10,000+	**Green**	$500 - $999
Violet	$5,000 - $9,999	**Yellow**	$250 - $499
Indigo	$2,500 - $4,999	**Orange**	$100 - $249
Blue	$1,000 - $2,499	**Red**	$50 - $99

To become a member of The Arts Alliance go to A3Arts.org, call 734.213.2733 or email info@a3arts.org.

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2017-2018 CREATIVE MEMBERS INDIVIDUALS AND BUSINESSES

LISTINGS BY COMMUNITY

by county and city

We thank these individuals who self-identify as artists and creatives and the arts, cultural and heritage organizations and creative businesses for their memberships. Thank you for joining and working together to create a strong voice for our sector in our community and beyond.

Washtenaw County

Ann Arbor

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826michigan 10
A2 JAZZ FEST 10
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a2tix 11
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2017-2018 CREATIVE MEMBERS INDIVIDUALS AND BUSINESSES

The Arts Alliance's creative members include creative businesses, organizations and individual artists, creatives and craftspeople who produce creative products. You'll find members in virtually every creative discipline including the visual and performing arts, architecture, graphic, industrial, interior and urban design, film and other multidisciplinary creative fields. The Arts Alliance sincerely thanks its creative members for their support and encouragement.

16 Hands

407 North 5th Avenue
2nd Floor
Ann Arbor, MI 48104
16handsannarbor.com
jill16hands@gmail.com
734-761-1110

16 Hands offers a carefully curated selection of handcrafted, heartfelt, artistic creations of uncommon quality and character including jewelry, fashion accessories, decorative and functional home goods, garden accents and exceptional gifts.

22 North

22 North Huron Street
Ypsilanti, MI 48197
22north.org
gallery@22north.org

The Gallery at 22 North provides exhibition and performance space, as well as exposure and collaboration to emerging and under-recognized visual artists in the I-75 - US 23 corridor from central Kentucky to northern Michigan.

7 Cylinders Studio

209 Pearl Street #8
Ypsilanti, MI 48197
7cylinders.com
donald@7cylinders.com
734-560-0824

7 Cylinders Studio is a creative engine that can help drive your organization's outreach by producing compelling videos with an optimized strategy for sharing your stories.

826michigan

115 East Liberty Street
Ann Arbor, MI 48104
826michigan.org
734-761-3463

826michigan is a non-profit organization dedicated to supporting students (ages 6-18) with their creative and expository writing skills and helping teachers inspire their students to write.

A2 JAZZ FEST

Ann Arbor, MI
a2jazzfest.com
a2jazzfest@gmail.com

A free two-day community-based jazz festival held in September each year, the A2 JAZZ FEST brings multiple generations of local jazz artists together with a supportive community of fans to create a great celebration of jazz in Ann Arbor. The A2 JAZZ FEST mission is to showcase and promote jazz by presenting live performances of original compositions and jazz standards by Michigan-based artists.

A2Ethics

Ann Arbor, MI
a2ethics.org
info@a2ethics.org

A2Ethics is an all-volunteer, nonprofit organization dedicated to promoting ethics and philosophy initiatives through events, education and civic partnerships in local communities. Ann Arbor, its community home, is a world-renowned educational hub with several ethics research centers and world-class philosophy scholars. As social connectors, A2Ethics is developing and expanding an ethics network of organizations and individuals supportive of its mission.

a2tix
Ann Arbor, MI
a2tix.com
a2tix@aaobserver.com
734-769-3175
a2tix.com is a locally owned, online ticket portal dedicated exclusively to the Ann Arbor area. Ticket buying is easy and secure. A division of the Ann Arbor Observer, a2tix offers excellent credit card rates, membership and donation options, marketing support and a professional team to help events succeed.

African American Cultural & Historical Museum of Washtenaw County
P.O. Box 130725
Ann Arbor, MI 48113
aachmuseum.org
aachmuseum@att.net
734-769-1630
The African American Cultural & Historical Museum of Washtenaw County promotes awareness, understanding and appreciation of the black experience. It gathers and preserves stories, images and documents to make the history of African Americans available to generations today.

Akshara
Ann Arbor, MI
akshara-arts.org
734-223-5615
Akshara is a multicultural, multi-arts organization based in Ann Arbor, presenting arts inspired by India. Akshara strives to create artistic excellence in its programming, while remaining strongly established in the community. Its belief is that positive engagement through the arts, sharing and appreciating the cultural contexts for the arts, and nurturing respect and inclusion all help us to make meaningful connections through our humanity.

All Things Artistic Ministries, Inc.
P.O. Box 972781
Ypsilanti, MI 48197
ataminc.com
info@ataminc.com
734-709-8880
All Things Artistic Ministries offers arts education, writer's groups, workshops, seminars, retreats, publications and performances for youth and adults.

Ann Arbor Area Piano Teachers Guild
P.O.Box 3139
Ann Arbor, MI 48106
a2pianoteachers.com
734-864-2686
Ann Arbor Area Piano Teachers Guild offers professional enrichment for piano teachers, performance and financial aid opportunities for students and teachers, student testing, awards programs and music camps.

GREAT CITIES HAVE GREAT PERFORMANCES

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734.764.2538——UMS.ORG

Ann Arbor Art Center
117 West Liberty Street
Ann Arbor, MI 48104
annarborartcenter.org
734-994-8004
For 107 years, the Ann Arbor Art Center has been sparking creativity in people of all ages and artistic abilities. Our mission is to be a contemporary forum for the visual arts through education, exploration, collaboration and exhibition.

Ann Arbor Blues Society
Ann Arbor, MI
a2bluessociety.com
info@A2BluesSociety.com
734-219-5960
The Ann Arbor Blues Society is committed to promoting blues and roots music throughout southeast Michigan and, in particular, the Ann Arbor area.

Ann Arbor Civic Theatre
322 West Ann Street
Ann Arbor, MI 48104
a2ct.org
manager@a2ct.org
734-971-2228
Ann Arbor Civic Theatre was founded in 1929. Hundreds of shows (and 88 years!) later, they continue to provide theatre opportunities for all members of the community, as well as provide quality entertainment for southeast Michigan and northeast Ohio.

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Ann Arbor Hands-On Museum

AAHOM.ORG

Leslie Science & Nature Center

LESLIESNC.ORG

Yankee Air Museum

YANKEEAIRMUSEUM.ORG

UNITYINLEARNING.ORG

Ann Arbor Fiberarts Guild

Ann Arbor, MI
annarborfiberarts.org
734-665-4601
The Ann Arbor Fiberarts Guild is a membership group that educates and promotes the fiber arts.

Ann Arbor Film Festival

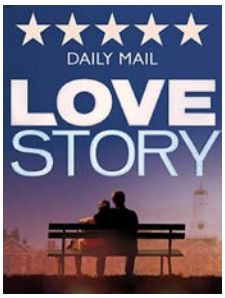
230 Collingwood Drive, Suite 160B
Ann Arbor, MI 48103
aafilmfest.org
info@aafilmfest.org
734-995-5356
The Ann Arbor Film Festival is the oldest experimental film festival in the Western Hemisphere and enjoys an audience of more than 10,000 ticket-holders each year. The 56th AAFF is March 20 -25, 2018.

Ann Arbor Hands-On Museum

220 East Ann Street
Ann Arbor, MI 48104
aahom.org
734-995-5439
The Ann Arbor Hands-On Museum is a favorite regional destination filled with unique exhibits and informal learning experiences designed to engage curious minds of all ages.

Ann Arbor Musical Theater Works

Ann Arbor, MI
annarbormusicaltheaterworks.com
734-546-5087
Ann Arbor Musical Theatre Works is a non-Equity professional theater presenting musicals in the Ann Arbor area, with each production typically accompanied by a fundraiser for a local community health organization. The company is comprised of 15 members and is invitation-only, non-auditioning.



Ann Arbor Potters Guild

201 Hill Street
Ann Arbor, MI 48104
pottersguild.net
info@pottersguild.net
734-663-4970
The Potters Guild is a cooperative nonprofit organization comprised of more than 50 members. Classes in ceramics for adults run 12 weeks in the fall and winter terms. The Potters Guild also holds two sales per year at the studio and participates in the Ann Arbor Street Art Fair.

Ann Arbor Society for Musical Arts

Ann Arbor, MI
annarborsma.org
734-930-0353
Ann Arbor Society for Musical Arts sponsors six concerts annually at the Ann Arbor City Club showcasing regional artists. They also sponsor two annual music competitions for youth and collegiate levels.

Ann Arbor Street Art Fair The Original

721 East Huron Street, Suite 200
Ann Arbor, MI 48104
artfair.org
734-994-5260
The original of the four fairs that comprise the Ann Arbor Art Fair, the Street Art Fair surrounds Burton Tower and is recognized for its high-quality work.

Ann Arbor Summer Festival

210 Huronview Boulevard, Suite 1
Ann Arbor, MI 48103
a2sf.org
734-994-5999
The Ann Arbor Summer Festival is a three-week multi-arts festival offering ticketed and free events, both indoors and out, featuring music, dance, comedy, film, circus, street arts and family entertainment.

Ann Arbor Symphony Orchestra

35 Research Drive, Suite 100
Ann Arbor, MI 48103
a2so.com
info@a2so.com
734-994-4801

The Ann Arbor Symphony Orchestra (A^2SO) presents live symphonic concerts throughout the year at the Michigan Theater and Hill Auditorium as well as concerts at farmers markets, senior centers, libraries and various educational programs throughout southeast Michigan. A^2SO touches the lives of 70,000 Michiganders annually, including 30,000 children through its education and artistic programming.

Ann Arbor Women Artists

4844 Jackson Avenue
Suite 100
Ann Arbor, MI 48103
annarborwomenartists.org
aawa.president@gmail.com
734-971-3065

Artists helping artists achieve creative and professional excellence.

Ann Arbor Young Actors Guild

P.O. Box 79
Whitmore Lake, MI 48189
aayag.org
734-926-5629

The Ann Arbor Young Actors Guild is a production company for youth 8 -18 teaching inclusive teamwork, artistic and personal development through theatre.

Ann Arbor/Ypsilanti Regional Chamber

2010 Hogback Road, Suite 4
Ann Arbor, MI 48105
a2ychamber.org
734-665-4433

The Ann Arbor/Ypsilanti Chamber is a member-based community organization that actively facilitates, educates and advocates on behalf of its members through our services and programs.

Arbor Opera Theater

P.O. Box 8055
Ann Arbor, MI 48103
arboropera.com
arboropera@gmail.com
248-894-7034

Arbor Opera Theater fosters the talent of operatic artists through professional performing experience and world-class training while cultivating a diverse audience through engaging programming and educational outreach.

Argus Museum & Washtenaw County Historical Society

535 West Williams Street
Ann Arbor, MI 48103
washtenawhistory.org
cchidester@onealconstruction.com
734-769-0770

The Argus Museum, under the umbrella of the Washtenaw County Historical Society, features products manufactured by Argus Cameras Inc. and preserves the company's history by displaying its significant impact on photography, military equipment and Ann Arbor. The museum hosts photography exhibitions that showcase local and regional photographers and encourages the continued use of analog cameras.

The Ark

316 North Main Street
Ann Arbor, MI 48104
theark.org
734-761-1800

The Ark is a nonprofit live music venue for contemporary and traditional folk and roots music.

Courtesy of AAACVB

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Art Meets Business

Saline, MI
facebook/artmeetsbusiness
artmeetsbusiness@gmail.com
734-707-5825

Art Meets Business offers individual and group coaching, networking, speaker seminars and referrals to resources to help creative individuals learn business skills and develop their markets.

Artistica

3203 Broad Street
Dexter, MI 48130
artisticagallery.net
info@artisticagallery.net
734-426-1500

Artistica is a unique gallery and shop featuring gifts by Michigan artists. Look for the red door by the village clock in historic downtown Dexter.

"The Arts Alliance provides a platform for visibility and connection casting a wider net of individuals, communities and organizations interested in cultural opportunities."

Great Lakes Performing Artist Associates

Artrain

Ann Arbor, MI
artrain.org
info@artrainusa.org
734-747-8300

Artrain is a nonprofit project management agency that partners with artists and/or arts & cultural institutions to deliver outreach programs of all types – art, culture, history, science, environment, etc. – to people in villages, towns and cities. Founded in Michigan more than 45 years ago Artrain's mission is to deliver discovery and – through the power of arts and culture – transform lives, organizations and communities. Artrain has shared award-winning exhibitions and many of the world's greatest artists with millions of people during hundreds of community visits across the United States and, more recently, Canada.

The Arts Alliance

Ann Arbor, MI
a3arts.org
info@a3arts.org
734-213-2733

The Arts Alliance is a leader championing, supporting and advocating for the arts and creative Industries in Washtenaw County—arts and creative individuals, organizations and businesses—to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit. The Arts Alliance is an essential partner working with the business, tourism, philanthropic, government, education and other sectors on numerous programs to integrate art and creativity in all aspects of civic life of the county.

Arts in Motion Dance Studio

6175 Jackson Road, Suite B
Ann Arbor, MI 48103
artsinmotion.net
info@artsinmotion.net
734-222-6246

At Arts in Motion, we promote happy and healthy kids through fun and challenging dance classes for all ages and levels. Adult classes are also available.

Jill Ault

Ann Arbor, MI
jillault.com
jill@jillault.com
734-665-4601

Jill Ault is a fiber artist working primarily with the quilt form.

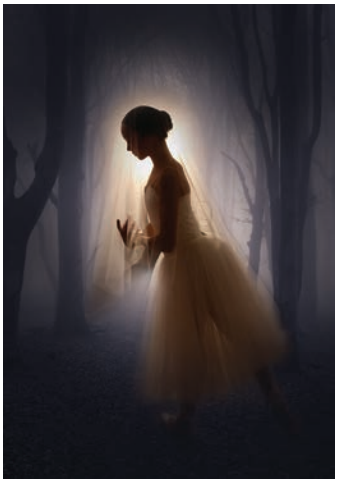
Aleyah Austin

Ann Arbor, MI

Ballet Chelsea

1050 South Main Street
Chelsea, MI 48118
balletchelsea.org
execdirector@balletchelsea.org
734-475-3070

Ballet Chelsea is a world-class ballet school and performance company focused on offering high-caliber dance education to young dancers throughout the region, as well as providing community outreach, and specialized dance programming for individuals with disabilities.



Bank of Ann Arbor - Sonic Lunch

125 South Fifth Avenue
Ann Arbor, MI 48104
boaa.com
734-662-1600

Bank of Ann Arbor's Sonic Lunch is a summer - June to August - outdoor concert series happening on Thursdays from noon to 1:30 p.m.at the corner of Liberty and Division streets in downtown Ann Arbor. Concerts are free and suitable for all ages. Join the crowds for an energizing mid-day break or just relax and enjoy the sounds.

Ruth Bardenstein

Ann Arbor, MI
ruthbardenstein.com
ruth@ruthbardenstein.com
734-662-5762

Ruth's work includes 2D prints, mixed media and digital work, as well as assemblages and installations. Her focus in book arts has produced a number of artist books along with research publications on historical bookbinding.

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info@redbarnrealty.CO

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Thiess Baugh
Ann Arbor, MI
ArtAccustomed.com
artaccustomed@gmail.com
215-410-5221
ArtCelerator Thiess Baugh manages MealsWithArtistsDetroit and LIVEPaintDETROIT.

Ronald Baumanis, Ph.D.
Ann Arbor, MI
734-546-0848
Ronald P. Baumanis is a musical theatre director and choreographer.

Kathe Bowen
Ann Arbor, MI
734-994-1027

Boychoir of Ann Arbor
1100 North Main Street
Ann Arbor, MI 48104
aaboychoir.org
boychoirA2@gmail.com
734-663-5377
The Boychoir of Ann Arbor offers choral music education and performance opportunities for boys who like to sing, while providing choral music performances for our community.

The Brass Tacks Ensemble
3118 Williamsburg Road
Ann Arbor, MI 48108
btensemble.org
thebrasstacksensemble@gmail.com
734-926-5376
As a local, professional theater company, The Brass Tacks Ensemble focuses on the connection between actor, audience and text.

Building Arts & Conservation Inc.
206 S. Ann Arbor Street
Saline, MI 48176
bldgconservation.com
terri@bldgconservation.com
734-368-8297
Preserving places for 30 years, Building Arts & Conservation, owned by Ron Koenig, specializes in the conservation and restoration of historic buildings, architectural materials, artworks, decorations, finishes and preservation project management.

Byway Creative
Ypsilanti, MI
bywaycreative.com
bywaycreative@gmail.com
734-660-3989
Byway Creative offers budget-friendly graphic design services to nonprofit organizations. The owner, Kaylan, especially enjoys projects that involve topics related to nature, environment, art, education, science, human rights and travel.

Carlisle/Wortman Associates Inc.
117 North First Street #70
Ann Arbor, MI 48104
cwaplan.com
jenos@cwaplan.com
734-662-2200
Carlisle/Wortman Associates, Inc. (CWA) was established in Ann Arbor in 1988. Since then, CWA staff has grown from two to 22 professionals: planners, landscape architects, architects, code officials, building inspectors and plan reviewers. The majority of the staff have advanced certifications, including 10 registered/certified planners (AICP/PCP). CWA serves more than 70 municipal clients throughout Michigan and is constantly growing and evolving to address modern challenges.

Courtesy of AAACVB

Scott Carter
Ann Arbor, MI
1carter.net
1carterart@gmail.com
248-496-7770
Scott Carter is an abstract artist that paints on hollow core doors. He is also a t-shirt decorator and screen printer.

Daniel Cascardo
Huntington Woods, MI
danielcascardo.com
dac@danielcascardo.com
248-885-0028
The Cascardo Art Action Experience is an interactive mural-making process for groups large and small. An original, custom black and white design is transformed into a professional work of art by people adding color, pattern and shapes that inspire creativity, healing, team building and fun.

found: an unexpected collection

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found: 415 N. Fifth Ave. Ann Arbor, MI
foundgallery.com | 734.302.3060

Colby Spencer Cesaro
Dexter, MI
colby.cesaro@gmail.com
Colby Spencer Cesaro is a performer, arts professional and arts advocate. She is a board co-chair for The Arts Alliance, a board member for Ballet Chelsea and a board member for the Michigan Organization on Adolescent Sexual Health. Her specialties are vocal performance, dance and theater. She performs periodically with the Ann Arbor Musical Theatre Works company.

Marsha Chamberlin
Ann Arbor, MI
Marsha.chamberlin@gmail.com

Chelsea Area Festivals & Events
222 South Main Street, Suite B
Chelsea, MI 48118
chelseafestivals.com
info@chelseafestivals.com
734-474-9178
Chelsea Area Festivals & Events produces outdoor music concerts and art series every Thursday night, June - August, held in historic downtown Chelsea (14 miles west of Ann Arbor). The annual Sounds & Sights festival includes the Chelsea Art Market, live music, a car show and a chalk art contest.

Mark Clague
Ann Arbor, MI
claguem@umich.edu
Musicologist Mark Clague teaches at U-M's School of Music, Theatre & Dance. His research addresses music of the United States especially the U.S. national anthem and the music of George and Ira Gershwin.

Community Music School of Ann Arbor
Ann Arbor, MI
cmsa.org
734-213-2000
The Community Music School of Ann Arbor provides educational opportunities for people of all ages and backgrounds.

Community Television Network (CTN)
2805 South Industrial Highway, Suite 200
Ann Arbor, MI 48104
a2gov.org/CTN
ctn@a2gov.org
734-794-6150
CTN is committed to providing multimedia resources such as media production workshops, equipment checkout and programming – all free of charge – to serve diverse public interests and strengthen the fabric of the Ann Arbor community through multimedia.

TheRide is proud to support the arts community.

To learn more about TheRide's continued improvements, visit TheRideYourWay.org.

TheRide
TheRide.org

Concordia University Kreft Center for the Arts

4090 Geddes Road
Ann Arbor, MI 48103
cuaa.edu/life/kreft/index.html
734-995-7389

The Kreft Center for the Arts, home to Concordia University's Kreft Arts Program, strives to inspire the artistic, intellectual and creative experiences of its students and community. The Kreft Arts Program includes art exhibitions, concerts, lectures, dance performances, book reviews and theatrical performances by artists from around the world and from Concordia's own student body and faculty.

CONCORDIA UNIVERSITY
Ann Arbor, Michigan

Cornerstone Design

210 Collingwood Drive, Suite 106
Ann Arbor, MI 48103
cdiarchitects.com
desau@cdiarchitects.com
734-663-7580

A provider of creative, responsive architectural services for commercial, non-profits and residential clients.

Creative Many Michigan

440 Burroughs Street, Suite 365
Detroit, MI 48202
creativemany.org
jennifer@creativemany.org
313-483-5705

Creative Many Michigan is the statewide organization developing creative people, creative places and the creative economy for a competitive Michigan through research, advocacy, professional practice, funding and communications.

Creative Voice

Ann Arbor, MI
creativevoice.buzz
creativevoice@artrainusa.org
734-747-8300

Creative Voice is an arts journalism social media content source covering the arts and creative industries in southeast Michigan. Creative Voice films and posts video 'sizzle reels' that capture the voices of audiences, artists, curators and producers to document and promote the region's creative scene.

CultureSource

71 Garfield Street, Suite 040
Detroit, MI 48201
culturesource.com
313-831-1151

A professional association of arts and cultural nonprofits in seven counties of southeastern Michigan, CultureSource connects audiences to culture and helps nonprofit organizations thrive!

CutTime© Productions

Detroit, MI
cuttime.com
info@cuttime.com
313-680-8104

CutTime® is two cool ensembles of 4-8 musicians created by former Detroit Symphony bassist Rick Robinson. Their mission is to refresh the symphony for new audiences with key info, rhythm, famous hits & new hybrids. They are available for restaurants, homes, offices & parties.

Damian Farrell Design Group

359 Metty Drive, Suite 4A
Ann Arbor, MI 48103
dfdgonline.com
dfarrell@dfdgonline.com
734-998-1331

Damian Farrell Design Group is an architecture and design firm bringing about change through design thinking to improve living, working, playing and gathering spaces.

Dancer's Edge LLC

3115 Broad Street
Dexter, MI 48130
DextersDancersEdge.com
dextersdancersedge@yahoo.com
734-424-2626

Come dance with Dancer's Edge! With a belief in developing well-rounded dancers who are motivated, disciplined and love learning in a fun environment, the studio offers ballet, tap, jazz, hip hop, lyrical, modern, contemporary, pom, ballroom, adult classes and more.

The Museum is Always Free.

525 S State Street
Ann Arbor, MI
umma.umich.edu

Dancingstar Productions

401 East Stadium Boulevard
Ann Arbor, MI 48103
dancingstarproductions.com
stina_dancingstar@yahoo.com
310-231-8231

Dancingstar Productions is committed to producing enlightening and uplifting entertainment. It is led by writer, director and producer Christina Morales Hemenway who attended California Institute of the Arts [CalArts] and graduated with a B.F.A. in theater.

Lyn Davidge

Ann Arbor, MI
storytellerlyn@comcast.net
734-769-6982

Lyn Davidge performs storytelling programs for grownups featuring original, real-life stories to entertain, inspire and surprise. Call her for your group's next event! Lyn also produces the annual WordFest, a spoken word variety show of works by local wordsmiths.

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For more information, call or email Courtney Sidor
Courtney@aaobserver.com
734.769.3175 x 324

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a2tix@aaobserver.com

Michelle Regalado Deatrick

Superior Township, MI
michelleregaladodeatrick.com
michelle@michelledeatrick.com
734-484-3650

Michelle Regalado Deatrick, an award-winning poet, teaches creative writing workshops privately and at the University of Michigan Lifelong Learning Institute. She performs invited readings of her work throughout the Midwest.

Detroit Art & Business Institute

Birmingham, MI
theDABI.com
248-496-1801

Detroit Art & Business Institute is a business growth firm passionate about empowering creative entrepreneurs to higher profits and their higher self. They help small businesses make more money!

Detroit Public Television (DPTV)

1 Clover Court
Wixom, MI 48393
dptv.org
email@dptv.org
248-305-3700

Detroit Public Television (DPTV) is keeping arts alive today and for generations to come. Each week, more than 2 million people in southeast Michigan and Canada tune into DPTV as they encourage and drive participation and attendance in the local arts scene.

City of Dexter Arts Culture & Heritage Committee Plein Air Festival

8140 Main Street
Dexter, MI 48130
paintdexter.org
paintdexter@gmail.com
734-426-8303

The City of Dexter Arts, Culture & Heritage Committee sponsors the annual Paint Dexter Plein Air Festival the third week in August. Proceeds fund art projects in Dexter. The committee is also responsible for making recommendations to the local city council on arts, culture and heritage projects in the city.

Dexter Community Orchestra

P.O. Box 331
Dexter, MI 48130
dextercommunityorchestra.org
info@dextercommunityorchestra.org
734-726-0070

Dexter Community Orchestra is a musical group located in Dexter, Michigan. The DCO is dedicated to cultural enrichment through live symphonic music. The DCO seeks to provide the many benefits that can be achieved only through live musical performance.

Dodworth Saxhorn Band

2110 Ridge Avenue
Ann Arbor, MI 48113
dodworth.org
dfriedo@sbcglobal.net
734-662-1791

The Dodworth Saxhorn Band recreates the sights and sounds of a 19th century community brass band. Born from Civil War military band music and instruments, the band helps audiences relive the social and political issues and spirit of the times.

Mark Ducker

Ypsilanti, MI
ypsi24.com
mark@wildroadpictures.com
307-321-7690

Mark Ducker is a media arts director, producer and event organizer.

Afa S. Dworkin and Aaron P. Dworkin

Ann Arbor, MI
aarondworkin.com; sphinxmusic.org
afa@sphinxmusic.org
maverickviolin@gmail.com
734-320-4105

The pair provides leadership, creative and social entrepreneurship and music education.

EASTERN MICHIGAN UNIVERSITY

EMU Arts Management & Administration Programs

306 King Hall
Ypsilanti, MI 48197
emich.edu/cmta/theatre_arts/gradprograms/artsadmin.php
734-487-1883

Think differently! Innovate and lead arts businesses and organizations. Earn a bachelor's or master's degree at Eastern Michigan University while developing skills in creative problem-solving, management and finance for arts and creative businesses.

EASTERN MICHIGAN UNIVERSITY
Education First

EMU School of Art & Design

114 Ford Hall
Ypsilanti, MI 48197
art.emich.edu
734-487-1268

The School of Art & Design at Eastern Michigan University is NASAD-accredited with five art buildings on campus and graduate programs. For more information, visit art.emich.edu.

EMU School of Music & Dance

N101 Alexander
Ypsilanti, MI 48197
emich.edu/musicdance
emu.music@emich.edu
734-487-4380

Eastern Michigan University's School of Music & Dance is a comprehensive department in a large urban university with four bachelor's and master's degrees in music and a dance undergraduate major with three concentrations.

Eluminous Studios

1205 Industrial Drive
Saline, MI 48176
eluminousstudios.com
734-944-0286

Eluminous Studios is an incubator space for all mediums of expression. Whether your goal is to take your gifts to the next level or you are looking for a studio space we can provide classes, events and an artist studio space to express yourself, share your work and be part of a creative community.

Envision Designs Ltd.

Saline, MI
lynnefriman@comcast.net
734-429-9999

Envision Designs Ltd. provides arts and culture management, project management, long-range and strategic planning, museum and exhibition development, design, construction management, space planning, interior design, wayfinding, graphic identity and illustration services.

Faber Piano Institute

Ann Arbor, MI
faberinstitute.org
734-975-1995

The Faber Piano Institute is dedicated to excellence in piano study for students of all ages. We feature highly qualified and enthusiastic instructors, an innovative curriculum using the Piano Adventures teaching method, digitally equipped state-of-the-art facilities, and an 80-seat performance hall.

Ken Fischer

Ann Arbor, MI
kenfisch@umich.edu
734-323-3864

Ken Fischer is president emeritus of UMS. He is writing a book on his 30+ year career in the performing arts presenting, teaching a course on arts leadership at U-M and mentoring U-M students and emerging arts leaders.

FOUND: An Unexpected Collection

415 North 5th Avenue
Ann Arbor, MI 48104
foundgallery.com
734-302-3060

Found features a creative mix of works by local artists, plus home accents, jewelry, gifts and vintage collections. Found is located in the Kerrytown Market & Shops.

Like Degas loved dancers.

We love to help. We especially love helping artists and creative professionals in Washtenaw County. **boaa.com 734.662.1600**

bank of ann arbor
Member FDIC

Courtesy of The Arts Alliance

Stephanie Freeth Adaptive Alternatives LLC

Ann Arbor, MI
adaptivealternativesconsulting.com
stephanie@adaptivealt.com
734-548-7710
Now offering The Nonprofit Strategy Tango: strategic planning packages designed just for nonprofits.

Cathy Gendron

Ann Arbor, MI
cathygendron.com
cathy@cathygendron.com
734-646-3904
For more than 25 years, Cathy Gendron has combined freelance illustration for the editorial, book and corporate markets with teaching at the College for Creative Studies in Detroit. See one of her large-scale murals at Fifth Avenue and Liberty Street in Ann Arbor.

Mary Gentry

Ypsilanti, MI
maryyorkgentry@gmail.com
Mary Gentry creates art quilts, stained glass and paintings.

Zita Gillis

Ann Arbor, MI
zitatini.com
zgillis@comcast.net
Zita Gillis is the artist and craftsperson behind Zitatini - finely crafted martini picks and jewelry for cocktails! She sells on Etsy, at local events and directly. She is also a principle with Illuminatus, a Laser Lightshow company.

Mike Gould

Ann Arbor, MI
mikegouldlaserartist.com
mgould@mondodyne.com
734-904-0659
Mike Gould is an internationally-recognized laser artist who builds laser light installations for art galleries, museums and art events. He works with the Illuminatus Lasers.

Great Lakes Performing Artist Associates

415 North Fourth Avenue
Ann Arbor, MI 48104
greatlakespaa.org
glpaaoffice@greatlakespaa.org
734-665-4029
Celebrating 40 years, Great Lakes Performing Artist Associates develops artists and audiences for the live performing arts in Great Lakes communities.

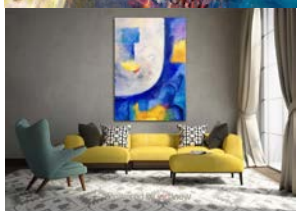
Great Lakes Theatrical Consulting

3313 Yellowstone Drive
Ann Arbor, MI 48105
gltc.us
bill@gltc.us
810-813-4691
Great Lakes Theatrical Consulting offers theatre and studio design consulting, rigging, drapes, distribution, control and fixtures.

Sophie Grillet

Ann Arbor, MI
SophieArtist.com
info@sophieartist.com
734-757-3717

Sophie Grillet works in oil and acrylics, drawing, metal, ceramics and photography - mostly still life and architectural. She represents local artists and offers no-pressure art consulting for home or business. She also runs Ann Arbor's Westside Art Hop.



Merrill Guerra
Red Barn Realty

Ypsilanti, MI
RedBarnRealty.co
Merrill@RedBarnRealty.co
734-881-9300

Merrill Guerra, MBA, GRI, SRS, is the owner and broker of Red Barn Realty, a boutique brokerage for buyers and sellers serving Ypsilanti, Ann Arbor, Canton, Belleville and surrounding communities. She is also a board member and proud supporter of The Arts Alliance.

Marcia Y. Guetschow

Brighton, MI
myguetschow@gmail.com
810-394-3432

Marcia Guetschow is a printmaker practicing in the traditional style of mokuhanga, Japanese woodblock printing.

Guild of Artists & Artisans

118 North Fourth Avenue
Ann Arbor, MI 48104
theguild.org
info@theguild.org
734-662-3382

The Guild is a nonprofit, membership-based organization of artists whose mission is to develop art fairs to provide marketing opportunities for its members. The fairs also serve as educational, cultural and entertaining events for the community.

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Eric & Deb Helber

Ann Arbor, MI
734-662-2077

Eric Helber is a videomaker (filming, drone photos & editing) for family, friends and some nonprofit organizations. AKA: Eric Helber Productions

Hollander's

410 North Fourth Avenue
Ann Arbor, MI 48104
hollanders.com
734-741-7531

Hollander's is a locally owned retail store featuring decorative papers, bookbinding and art supplies as well as stationery and gifts. They also teach book and paper arts workshops. Hollander's has been supplying inspiration for more than 25 years in the Kerrytown Market & Shops.

Hot Works Fine Arts Shows

Milford, MI
hotworks.org
info@hotworks.org
248-684-2613

Hot Works fine art and fine craft shows produces high quality, juried fine art and fine craft shows featuring original art personally handmade by the artist who is present at the show. Currently events are the Orchard Lake Fine Art Show held in West Bloomfield, Michigan. Other shows take place in Fort Myers and Boca Raton, FL and Fletcher, NC. Applications on Zapp or "manual" on the web at www.hotworks.org. See Art, Love Art, Buy Art!

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1885 BAKER RD. DEXTER, MI 734·426·6600
LOTUSGARDENSCAPES.COM

InMotion Studios

Ann Arbor/Ypsilanti, MI
inmotionstudios.net
info@inmotionstudios.net
734-845-1923

InMotion Studios specializes in creative video production. Whether your needs are a savvy television commercial or an engaging promotional video for your website, InMotion Studios has the creative vision and technical capabilities to make your project stand out.

Invisible Engines

Ypsilanti, MI
invisibleengines.com
linette@invisibleengines.com
734-604-1099

Linette Lao, a member of The Arts Alliance board, is the founder of and designer at Invisible Engines, a creative design and strategy studio specializing in working with visionary nonprofit organizations and changemakers.

Cathy Jacobs

Ann Arbor, MI
cathyjacobs.com
cathy@cathyjacobs.com
734-277-3105

Cathy Jacobs is an artist specializing in painting, weaving and installation. Contact her for exhibitions, commissions and artist talks.

Bonnie J. Kay

Ann Arbor, MI
portfoliosforartists.com/BonnieKay
bjkay101@gmail.com
734-223-4955

Bonnie J. Kay is a fiber artist and creates handwoven wall art, home furnishings, clothing and accessories.

Kerrytown BookFest

P.O. Box 2937
Ann Arbor, MI 48106
kerrytownbookfest.org

The Kerrytown BookFest is an event celebrating those who create books and those who read them. The primary goal is to highlight the area's rich heritage in the book and printing arts while showcasing the rich book culture in the region.

Kerrytown Concert House

415 North Fourth Avenue
Ann Arbor, MI 48104
kerrytownconcerthouse.com
kch@kerrytown.com
734-769-2999

Kerrytown Concert House (KCH) is focused on community engagement and bringing artists and audiences together. The intimate 110-seat venue is home to diverse offerings in a wide range of musical styles and a rotating art gallery. KCH is also available for recitals and events.

Kickshaw Theatre
Ann Arbor, MI
kickshawtheatre.org
curious@kickshawtheatre.org
Kickshaw, a professional theatre popping up around Ann Arbor, excites the curiosity of their audience with plays that represent humanity in all its complexity and multitudes.

Miriam Kirscht
Ypsilanti, MI
kirschtm37@gmail.com
Miriam Kirscht is a multimedia artist and psychotherapist interested in the healing powers of art and the opportunity to create community through art. She strives to put internal states into a visual language.

Linda Kortesoja Klenczar
Saline, MI
annarborwomenartists.org; chelseapainters.com; greatlakespastelsociety.org
lindajkklenczar@gmail.com
734-645-8839
Linda Klenczar works in soft pastel, watercolor and acrylic, painting cityscapes, landscapes, and still life. She is represented at The News and Primitive Images in Good Hart. GLPS, AAWA, MWCS, Chelsea Painters and AAAP.

Bill Knudstrup
Ypsilanti, MI
bknudstrup@aol.com
734-484-0378
Bill Knudstrup creates figures and portraits in oils.

Laila Kujala
Milan, MI
lailakujala.com
laila@lailakujala.com
734-834-4857
Laila Kujala paints pastel portraits of people and pets. Please contact her for more information.

Barry LaRue
Ypsilanti, MI
Barry LaRue is the senior performance hall operations manager at University Productions, a part of U of M School of Music, Theatre & Dance. He oversees backstage facilities at Hill Auditorium, Power Center for the Performing Arts, Rackham Auditorium and Arthur Miller Theatre.

Leslie Science & Nature Center
1831 Traver Road
Ann Arbor, MI 48105
lesliesnc.org
info@lesliesnc.org
734-997-1553
Leslie Science & Nature Center creates a space for our community to come together to share and explore nature. Through innovative science-based educational programs for individuals and groups, we educate and inspire children and adults to discover, understand and respect their natural environment.

K.A. Letts
Ann Arbor, MI
rustbeltarts.com
kaletts@arborart.com
734-930-9918
K.A. Letts makes figurative paintings and drawings that tell, through myth and legend, the story of our transhuman condition in the Anthropocene Age. Letts writes posts art reviews on exhibits and public arts projects and events in the Detroit/ Ann Arbor/Toledo area on Rustbeltarts.com.

Lotus Gardenscapes
1885 Baker Road
Dexter, MI 48130
lotusgardenscapes.com
office@lotusgardenscapes.com
734-426-6600
Lotus Gardenscapes is an award-winning landscape design/ build firm. We specialize in creative, artistic outdoor spaces, including patios, decks and gardens, as well as environmental sculpture, custom water features, mosaic inlays and specialty carpentry.

Gregory F. Mazure
Ann Arbor, MI
734-645-5635
Gregory F. Mazure is a member of IATSE 395 and a lighting designer.

CTN
CONNECT. CREATE. COMMUNICATE.

CTN offers a variety of media workshops to community members and local programming on Comcast cable channels 16, 17, 18 and 19, live online streaming and video on demand content.

2805 S.Industrial Hwy, Ste. 200
Ann Arbor | a2gov.org/ctn

Courtesy of The Arts Alliance

Michigan Firehouse Museum & Education Center

110 West Cross Street
Ypsilanti, MI 48197
michiganfirehousemuseum.org
firemuseum4@msn.com
734-547-0663

The Michigan Firehouse Museum encompasses a historic 1898 firehouse and new, modern exhibition space. Both structures are packed with interesting and historical firefighting apparatus.

Michigan Theater & State Theatre

michtheater.org
734-668-8397

Michigan Theater
603 East Liberty Street
Ann Arbor, MI 48104

State Theatre
233 South State Street
Ann Arbor, MI 48104

The Michigan Theater Foundation stewards four great arts programs that serve the Ann Arbor area and beyond: The 90-year-old Michigan Theater, Ann Arbor's center for fine film and the performing arts; The State Theatre, celebrating its 75th anniversary with a complete renovation; Cinetopia Film Festival, bringing the best films from the best festivals to southeast Michigan; and Art House Convergence, the national conference for independent film exhibitors.

"We value being part of the Arts Alliance because it exposes Ballet Chelsea's broad spectrum of instruction and outreach to the greater Washtenaw County area."

Ballet Chelsea

Motawi Tileworks

170 Enterprise Drive
Ann Arbor, MI 48103
motawi.com
734-213-0017

Motawi Tileworks is Ann Arbor's maker of distinctive American artisan tiles for individual art pieces or installations in homes and public places.

Mr. B's Joybox Express

Ann Arbor, MI
joyboxexpress.org
734-604-3935

Mr. B's Joybox Express, a 501(c)3 organization, raises funds for children's arts and athletic programs through music and athletic events.

Music Go Round

2791 Oak Valley Drive
Ann Arbor, MI 48103
musicgoroundannarbor.com
734-662-1080

Music Go Round buys, sells and trades used and new musical instruments and equipment. They are your #1 used musical instrument resource.

Karen Myhre

Ypsilanti, MI
ksmyhre@gmail.com

Karen Myhre is a painter who has a love affair with color. Her primary medium is pastel, but she also uses watercolors and oils. She particularly loves painting landscapes, as well as flower portraits and other subjects.

Neighborhood Theatre Group

Ypsilanti, MI
ntgypsi.org
neighborhoodtheatregroup@gmail.com
704-491-4631

NTG's mission is to make theatre an accessible home for the collaboration of people, artistic challenges and new ideas.

Neutral Zone

310 East Washington
Ann Arbor, MI 48104
neutral-zone.org
734-214-9995

As a diverse, youth driven teen center, we are dedicated to promoting personal growth through artistic expression, community leadership and the exchange of ideas.

Larry Nisson

Ann Arbor, MI
nissonglassart.com
lnisson@comcast.net
734-417-2987

Larry Nisson started as a stained glass artist and moved onto glass blowing and glass sculpting. His glass sculptures combine his glass blowing expertise, sensitivity to the glass and artistic creativity.

Janice Ortbring
Gregory, MI

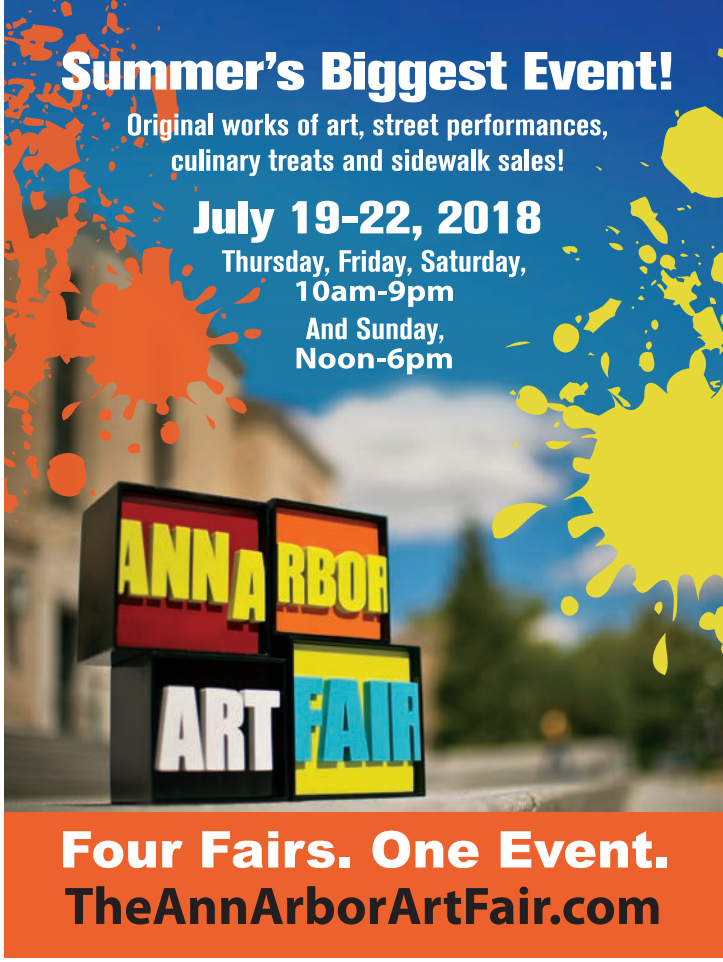
Norma Penchansky-Glasser
Ann Arbor, MI
npgsculptor@comcast.net
Norma Penchansky-Glasser's aim in making drawings, sculpture and artists' books is to capture motion – to freeze a moment in time. The works she produces seem to be continually conversing and overlapping. She finds inspiration in line, gesture, kinetic energy and the movement and repose of dancers.

The Penny Seats Theatre Company
Ann Arbor, MI
pennyseats.org
pennyseats@gmail.com
734-926-5346
The Penny Seats produce professional theatre outdoors in Ann Arbor's West Park in the summer, and indoors at some of Ann Arbor's engaging performance venues in the Winter. Because the group relies primarily on donations, tickets are inexpensive.

Maureen Perdomo
Chelsea, MI
734-223-2138
Maureen Perdomo loves creating beautiful things, drawing, graphic design, marketing communications and fundraising. Special interests include mindfulness, equestrian activities and amber jewelry.

The Phoenix Ensemble
P.O. Box 2768
Ann Arbor, MI 48106
PhoenixEnsemble.com
info@phoenixensemble.com
888-929-4383
The Phoenix Ensemble offers two music festivals with world-class faculty who teach and perform chamber music and jazz to students of all ages and playing levels, fostering collaboration and compassion.

Pittsfield Charter Township
6201 West Michigan Avenue
Ann Arbor, MI 48108
pittsfield-mi.gov
info@pittsfield-mi.gov
734-822-3135
Pittsfield Township is committed to promoting a sense of place through the establishment of public gathering spaces that incorporate art. Highlighting their cultural heritage and future vision through the visual medium of art is further defined in Pittsfield Township's 2020 Sustainable Vision Master Plan.



The Purple Rose Theatre Company
137 Park Street
Chelsea, MI 48118
purplerosetheatre.org
info@purplerosetheatre.org
734-433-7782

The Purple Rose Theatre Company (PRTC) is a professional theatre company with roots in the Midwest that takes a handcrafted, artisanal approach to producing new and classic American plays that are nothing less than one-of-a-kind experiences.

Randazzo Dance Company
4569 Washtenaw Avenue
Ann Arbor, MI 48108
randazzodancecompany.com
dancewithrdc@gmail.com
734-477-9450
Founded in 1969, Randazzo Dance Company is a nonprofit organization dedicated to providing young local dancers the opportunity to perform while encouraging appreciation for the fine arts and cultural pride in the community.

Rapport Innovative Marketing, LLC

3901 Sheryl Drive
Milan, MI 48160
rapport.tw
tina@rapport.tw
734-395-8212

Tina Walther's company, Rapport Design, loves people, design and providing creative solutions – equally! Their company was created to assist small to midsized businesses with their marketing efforts by discovering the perfect mix to build rapport with their clientele.

John Reyes

Ann Arbor, MI
tappanplayers.org
jbreyes68@yahoo.com

John Reyes is co-producer and music director for the Tappan Players. He serves on the Pioneer Theatre Guild Booster Guild board of directors as a community advocate.

Mia Risberg

Ann Arbor, MI
646-725-4381

Mia Risberg is a visual artist whose current focus is painting, mostly in acrylics but also using mixed media. She is available for commission work and exhibits.

River Raisin Ragtime Revue

411 East Logan Street
Tecumseh, MI 49286
ragtimeband.org
r4ragtimeband@gmail.com
517-673-2597

River Raisin Ragtime Revue is an internationally recognized ragtime orchestra committed to performing and preserving outstanding American music. Their fun, interactive concerts and educational workshops include exciting music and engaging history.

Riverfolk Music and Arts Organization

Manchester, MI
rivefolkarts.org
info@riverfolkarts.org
734-223-6876

Riverfolk's mission is to engage the community in music and arts experiences that nurture creativity and promote cultural diversity. Programs include: Blacksmith Shop Concerts (Sept-May) and Summertime Gazebo.

Riverside Arts Center

76 North Huron Street
Ypsilanti, MI 48197
riversidearts.org
info@riversidearts.org
734-480-2787

A hub of artistic ventures, Riverside Arts Center produces and hosts various fine and performing arts activities. The facility is accessible and includes an art gallery, artist studios, dance studio, rehearsal studios and a theater.

TS Rosenbaum Art The Artists' Studio

2725 Packard Road #101
Ann Arbor, MI 48104
tsrosenbaumart.com
734-395-3305

Thomas Rosenbaum is a dynamic painter that creates large and small scale abstract, impressionist textured paintings for offices, homes and interior design studios. He also owns a mixed media art school, The Artists' Studio, where he teaches and creates. Call for a studio tour or for purchase.

Joan Rosenblum

Ann Arbor, MI
joanrosenblum.com
jrosenblum@comcast.net
734-769-0312

Joan Rosenblum is an abstract color field pastel and oil painting artist.

Saline Area Players

P.O. Box 334
Saline, MI 48176
salineareaplayers.org
president@salineareplayers.org

The Saline Area Players serve the City of Saline and the area by performing plays and musicals throughout the year at Saline High School, Saline Middle School and Rentschler Farm.

Saline Mills Studio

2510 Hartman Road
Saline, MI 48176
salinemills@gmail.com
734-260-5518

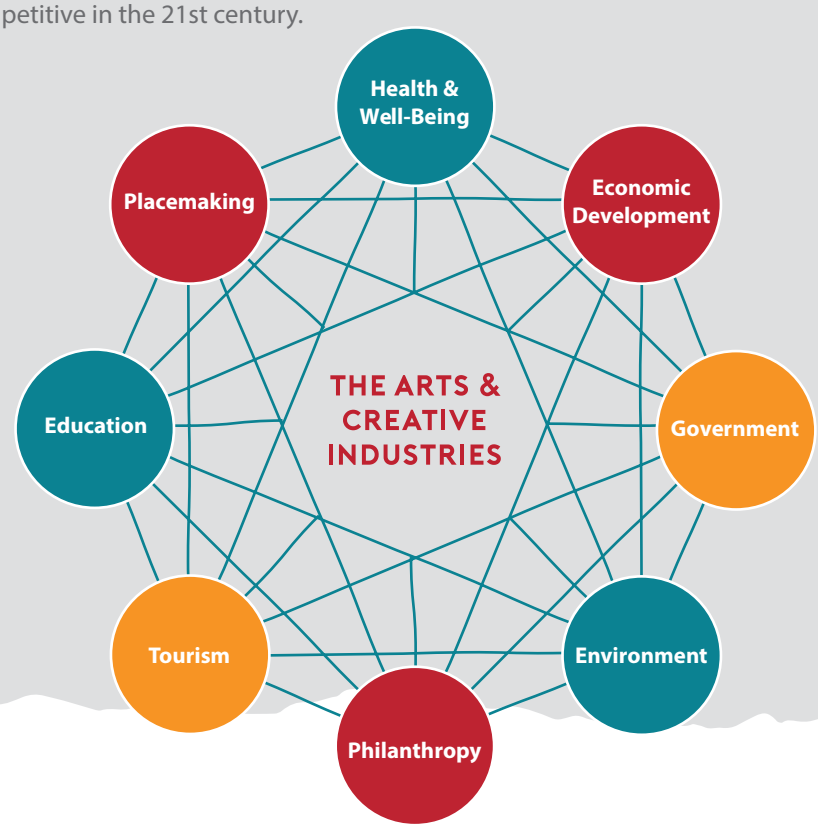
Saline Mills is the site for Taylor and Charlene Jacobsen's Studios.

WHAT WE DO

The Arts Alliance is a leader championing, supporting and advocating for the arts and creative industries in Washtenaw County—arts and creative individuals, organizations and businesses—to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit.

CONNECTING THE CREATIVE SECTOR

The creative industries are at the forefront as communities across the country look toward their quality of life and placemaking to help improve their economies and remain competitive in the 21st century.



The Arts & Creative Industries.
Are you on the list?

- **Advertising**
- **Architecture**
- **Art schools, art teachers, artists & agents**
- **Creative technology:** app design, game design, web design, etc.
- **Culture & heritage**
- **Design:** game, graphic, industrial, interior, visual, etc.
- **Fashion, garment, textiles**
- **Film, audio visual & broadcasting**
- **Literary, publishing & print**
- **Music & recording**
- **Museums:** art, cultural, heritage, history, science
- **Science & nature centers**
- **Performing arts:** dance, music, interdisciplinary, theater, etc.
- **Visual arts:** painting, sculpting, photography, crafts, etc.

Salt Valley Arts

400 West Russell Street
Saline, MI 48176
saltvalleyarts.org
info@saltvalleyarts.org
734-430-0782

Salt Valley Arts builds and nurtures the creativity of the individual and the local community in southwest Washtenaw County. They provide engaging opportunities for creatives of all ages - learning, teaching, sharing and appreciating the arts.

Scott Koch Architect, LLC

6229 Huron Creek Court
Dexter, MI 48130
sdkocharchitect.com
sdkocharch@charter.net
734-424-9978

Scott D. Koch is a licensed residential architect/builder experienced in custom homes and alterations, providing creative practical design solutions for families since 1998.

Courtesy of AAACVB

SCRAP Box

581 State Circle
Ann Arbor, MI 48108
scrapbox.org
734-994-0012

SCRAP Box is a 501(c)(3) nonprofit organization. Its mission is to inspire creative reuse and environmentally sustainable behavior by providing educational programs and affordable materials to the community.

Dave Sharp

Ann Arbor, MI
davesharp.com
dddsharp@gmail.com
734-945-6926

Dave Sharp brings both his upright and electric bass skills to a wide variety of music groups, including Dave Sharp's Secret 7 (world jazz), Dave Sharp Worlds Trio, Three Worlds Trio, Sumkali (Indian fusion), Klezmephonic (traditional Klezmer), Wisaal (Arabic fusion). He also collaborates with Bollywood musicians (Parthiv Gohil, Jointa Gandhi) and touring Kirtan (Girish, Prema Hara) artists.

Steven Sigurdson

Ann Arbor, MI
stevensigurdson.com
stevensigurdson@gmail.com
708-205-4142

Steven Sigurdson is a Julliard-trained cellist who records and concertizes nationwide. His teaching studio of cello and bass pupils is based in Ann Arbor.

Patti F. Smith

Ann Arbor, MI
PattiFSmith.com
[redacted]
734-649-4647

Patti F. Smith is a writer, storyteller, teacher and public speaker.

Leslie Sobel

Ann Arbor, MI
lesliesobel.com
las@lesliesobel.com
734-497-3018

Leslie Sobel is a visual artist focused on climate and the environment. She works with landscape from the air and on the ground primarily as a painter and printmaker, often partnering with scientists in the field.

State Street District
527 E. Liberty Street, Suite 210
Ann Arbor, MI 48104
statestreetdistrict.org
contact@statestreetdistrict.org
734-646-1500
The site of the State Steet Art Fair, the District is a neighborhood full of entertainment, restaurants and shopping. With a location next to the U-M campus, the District has its own energy.

Beth J. Steinkellner
Ypsilanti, MI
steinkellner@justdoart.com
Beth J. Steinkellner is an artist and educator specializing in drawing, painting and printmaking.

Linda Stingl
1100 N. Main St., #103
Ann Arbor, MI 48104
ljstingl@ameritech.net

The Sunday Artisan Market
P.O. Box 7090
Ann Arbor, MI 48107
sundayartisanmarket.org
tsammanager@gmail.com
734-913-9622
The Sunday Artisan Market offers original handmade work by as many as 50 artists and crafters in a full range of media, from traditional to cutting edge. All work is sold by the artists.

Swanson Studio
Ann Arbor, MI
joelswansonstudio.com
734-330-1521
Joel Swanson creates paintings and drawings.

Theatre NOVA
410 West Huron Street
Ann Arbor, MI 48103
TheatreNOVA.org
a2TheatreNova@gmail.com
734-635-8450
Theatre NOVA is Ann Arbor's resident professional theatre company. Its mission is to raise awareness of the value and excitement of new plays and playwrights and to make theatre accessible to everyone with "Pay What You Can" ticket prices available.

Third Mind Books LLC
Ann Arbor, MI
thirdmindbooks.com
734-994-3241
Online antiquarian booksellers. Beat and beyond!

Thomson-Shore Inc.
7300 West Joy Road
Dexter, MI 48130
thomsonshore.com
info@thomsonshore.com
734-426-3939

THOMSON-SHORE
Helping you put your best book forward

Thomson Shore provides products and services for authors and publishers, from design and editing services to the production and distribution of hard and soft cover books.

Tobins Lake Sales
Ann Arbor, MI
tobinslakesales.com
bill@tobinslakesales.com
810-813-4691
Tobins Lake Sales offers theater and studio design consulting, rigging, drapes, distribution, control and fixtures.

TreeTown Murals
Ann Arbor, MI
treetownmurals.com
treetownmurals@gmail.com
[redacted]
TreeTown Murals is a community mural arts organization. They invite individuals, youth and community stakeholders to be a part of the process. Together, they create transformative works of art and strengthen our community, while creating a transfer of ideas.

Kate Tremel
Ann Arbor, MI
katetremel.com
Katetremelclay@gmail.com
734-709-4899
Kate Tremel handbuilds functional porcelain pottery and lighting. She welcomes studio visits throughout the year. Call her to schedule your visit.

trustArt studios
7885 Jackson Road
Suite 1
Ann Arbor, MI 48103
trustartstudios.com
trustartstudios@gmail.com
734-253-2551

trustArt studios

trustArt studios is a versatile work and exhibition space for artists.

UNIVERSITY OF MICHIGAN

University of Michigan (U-M) Arts & Culture

500 South State Street
Ann Arbor, MI 48109
arts.umich.edu
734-615-8765

The University of Michigan has a rich history of supporting, creating and encouraging a culture of art. Along with the City of Ann Arbor, U-M offers a vast array of cultural attractions that enhance the lives of our students, alumni, faculty, staff and local and regional residents. There are more than 20 libraries, several museums, more than a dozen art galleries and collections, many performing arts venues, a botanical garden and arboretum, public spaces, installations, performances and events, exhibitions, readings and recitations. U-M regularly host artists and performers from all over the world.

U-M ArtsEngine /a2ru

Duderstadt Center, Suite 3360
2281 Bonisteel Boulevard
Ann Arbor, MI 48109
artsengine.umich.edu
artsengine@umich.edu
a2ru.org
a2ru-communications@umich.edu
734-615-8738

ArtsEngine and a2ru drive partnerships in and among the arts locally and nationally. These include arts integrative research, curricula, practice, experiential and engaged learning projects and Learning Arts, a living-learning community at U-M.

U-M College of Literature, Science, and the Arts

500 South State Street
Ann Arbor, MI 48109
lsa.umich.edu
734-615-6456

With more than 100 degree programs in more than 75 academic departments and programs, the U-M College of Literature, Science, and the Arts delivers a purposeful, pragmatic liberal arts education that provides students with adaptable skills to solve problems in an era when new fields disappear as quickly as they emerge.

U-M Gifts of Art Michigan Medicine

1500 East Medical Center Drive
Ann Arbor, MI 48109
med.umich.edu/goa
giftsofart@med.umich.edu
734-936-2787

Gifts of Art brings the world of art and music to the U-M Health System, including exhibit galleries, concerts, bedside art and music and more.

U-M Helen Zell Writers Program Zell Visiting Writers Series

435 South State Street
Ann Arbor, MI 48109
lsa.umich.edu/writers
734-764-6330

The Zell Visiting Writers Series, presented by the U-M Helen Zell Writers Program, brings the world of contemporary literature to Ann Arbor with weekly visits from working writers that include readings, moderated Q&A sessions, lectures and public panel discussions.

U-M Kelsey Museum of Archeology

434 South State Street
Ann Arbor, MI 48109
lsa.umich.edu/kelsey
kelseymuse@umich.edu
734-764-9304

The Kelsey Museum of Archaeology supports teaching and research on classical, Egyptian and Near Eastern archaeology through stewardship of its rich collections, an active exhibitions program and sponsorship of ongoing field research. As an exhibit museum at a public university, the Kelsey Museum also embraces a vigorous public outreach mission, engaging with local residents and visitors of all ages, from kindergarten through retirement.

U-M Library

913 South University Avenue
Ann Arbor, MI 48109
lib.umich.edu
734-764-0400

With more than 20 libraries in its system, the U-M Library is dedicated to contributing to the common good by collecting, organizing, preserving, communicating and sharing the record of human knowledge. The Library hosts a full schedule of exhibitions and events year-round.

U-M Matthaei Botanical Gardens and Nichols Arboretum

mbgna.umich.edu
734-647-7600

Matthaei Botanical Gardens
1800 North Dixboro Road
Ann Arbor, MI 48105

Nichols Arboretum
1610 Washington Heights
Ann Arbor, MI 48104

U-M's Matthaei Botanical Gardens and Nichols Arboretum promote environmental enjoyment, stewardship, and sustainability through education, research and interaction with the natural world. In addition to presenting Shakespeare in the Arb each year, Matthaei boasts an ongoing schedule of art exhibitions each season.

U-M Museum of Art (UMMA)

525 South State Street
Ann Arbor, MI 48109
umma.umich.edu
734-647-0521

The University of Michigan Museum of Art (UMMA) seeks to transform individual and civic life by promoting the discovery, contemplation and enjoyment of the art of our world. Admission to the museum is always free.

U-M Museum of Natural History

Ann Arbor, MI
UMMHN.org
734-764-0480

The U-M Museum of Natural History is closed as we move four billion years of natural history to our new location. Come back in 2019 to see all the new exhibits.

U-M School of Music, Theatre & Dance

1100 Baits Drive
Ann Arbor, MI 48109
smtd.umich.edu
734-764-0584

The University of Michigan School of Music, Theatre & Dance educates the artists, scholars, educators and entrepreneurs of the future. Students are prepared with expert skills, instilled with passionate enthusiasm and emboldened to challenge and inspire the world through the power of the performing arts. NASM Accredited school of performing arts.

U-M Stamps School of Art & Design, Penny Stamps Distinguished Speaker Series

1600 Bonisteel Boulevard
Ann Arbor, MI 48109
stamps.umich.edu/stamps
734-764-3464

Respected innovators of all fields come to the Stamps School of Art & Design to conduct free public lectures and engage with students, faculty and the University of Michigan and Ann Arbor communities. Presentations are at 5 p.m. every Thursday at the Michigan Theater.

U-M Stearns Collection of Musical Instruments

Ann Arbor, MI
music.umich.edu/research/stearns_collection
734-936-2891

The University of Michigan Stearns Collection of Musical Instruments, comprised of well over 2,400 pieces, is one of the most important global instrumental collections in North America, housing instruments from cultures on six continents.

U-M Taubman College of Architecture and Urban Planning

2000 Bonisteel Boulevard
Ann Arbor, MI 48109
taubmancollege.umich.edu
734-764-1300

Through interdisciplinary education and research, the Taubman College of Architecture and Urban Planning at the University of Michigan aims to create a more beautiful, inclusive and better environment for generations to come. The Taubman College operates two galleries that show student and faculty work, as well as the work of internationally known architects.

University Musical Society (UMS)

Burton Memorial Tower; 881 North University Avenue
Ann Arbor, MI 48109
ums.org
734-764-2538

UMS brings an exceptional collection of talent, creativity, performance and passion in the world-class performing arts to engage, educate, transform and connect individuals with uncommon experiences.

Urban Fairies Operations

Ann Arbor, MI
urban-fairies.com
jonthan@urban-fairies.com
734-635-2096

Jonathan B. Wright is an illustrator and graphic designer. As a certified fairyologist, he is also focused on the infestation of urban-fairies in Ann Arbor and the phenomenon of fairy doors, which first appeared in 1993 in the Wright family home.

Visual Compass Web Design

19 East Cross Street
Ypsilanti, MI 48197
vcwebdesign.com
734-317-4530

Visual Compass is local. They are a one-stop shop for all digital needs that uses a flexible process and holistic approach with continual client collaboration. Being supportive of area nonprofits and community initiatives is core to Visual Compass.

Kim Vox & Warren Nelson

Ann Arbor, MI
734-330-8163

Have keyboard, will travel! We are an engaging duo who performs at private parties and special events, with a repertoire that includes intimate ballads, energetic bebop, and everything in between.

Jill Stefani Wagner, PSA-MP

Saline, MI
jillwagnerart.com
jill@jillwagnerart.com
734-604-2864

Jill Stefani Wagner is a professional pastel and oil painter specializing in light-filled landscapes, cityscapes and interiors painted en plein air and in studio. Her are is sold in galleries and from her website.

Washtenaw Community College Arts & Sciences Division

4800 East Huron River Drive
Ann Arbor, MI 48105
wccnet.edu
734-973-3300

Washtenaw Community College's (WCC) Arts & Sciences Division offers a variety of associate's degrees and certification programs. WCC also participates in the Michigan Transfer Agreement, where many courses transfer to colleges and universities in Michigan.

Courtesy of The Michigan Theater

Washtenaw Community Concert Band

P.O. Box 970047
Ypsilanti, MI 48197
wccband.org
ypsicommband@gmail.com
734-252-9221

The Washtenaw Community Concert Band is a 70-member adult recreational band in its 39th season of providing its members, concert audiences and area communities with quality musical concert band experiences.

WEMU 89.1 FM

426 King Hall
Ypsilanti, MI 48197
wemu.org
wemu@wemu.org
734-487-2229

WEMU is a community NPR station with a format of local news, jazz, and blues, in addition to NPR news, information, and cultural programming. Tune in weekly to art-focused local programs Cinema Chat, Art & Soul and Creative:Impact.

Gordon White

Ann Arbor, MI
whitegordo@gmail.com
734-332-8967

Gordon White is an independent writer and an AEA stage manager with experience organizing nonprofit volunteers, events, fundraising, theater production and advertising sales.

Wild Swan Theater

6175 Jackson Road
Ann Arbor, MI 48103
wildswantheater.org
wildswan@wildswantheater.org
734-995-0530

Wild Swan Theater has been delighting family audiences since 1980 with professional imaginative performances that blend storytelling, movement and music into magical, accessible experiences. They also offers theater classes and camps.

Elizabeth Wilson

Chelsea, MI
734-417-6326

Elizabeth Wilson has a B.F.A. in figure sculpture, a M.F.A. in medical and biological illustration and a M.S. in health education. She is on the board of directors for the Ann Arbor Women Artists and for the Women's Caucus for Art Michigan Chapter.

Winter Art Tour

Ann Arbor, MI
winterarttour.org
650-814-7796

The Winter Art Tour (Dec. 7-9, 2018) is a tour of 10 art shows across Ann Arbor and Ypsilanti featuring the work of more than 300 local artists. Pick up a passport, and if you stamp it at four or more art shows, you can enter to win one of many local art prizes. Discover local art, live demos and enjoy refreshments as you visit intimate home shows, galleries and large indie craft fairs.

WonderFool Productions

P.O. Box 7616
Ann Arbor, MI 48107
wonderfoolproductions.org
wonderfoolproductions@gmail.com
734-761-4804

WonderFool Productions - a nonprofit arts organization - sets the stage for community-built art experiences. They produce three annual events: FestiFools and FoolMoon in Ann Arbor and ypsiGLOW, a new event in Ypsilanti.

WSG Gallery

306 South Main Street
Ann Arbor, MI 48104
wsg-art.com
wsg.info@wsg-art.com
734-761-2287

An artist-owned and award-winning fine art gallery, WSG Gallery exhibits work by local and regional artists in all mediums.

Credits for photos embedded in the member listings include:
Ballet Chelsea - MC Creative Design & Photography, LLC
Dancers Edge - Wendy Martin
Stephanie Freeth - Leisa Thompson
The Purple Rose Theatre - Sean Carter Photography

Charter Township of Ypsilanti

7200 South Huron River Drive
Ypsilanti, MI 48197
ytown.org
734-481-0617

Located on the edge of Washtenaw County just east of Ann Arbor, Ypsilanti Township is the largest township in Washtenaw County and the seventh largest in Michigan. From the multi-million dollar investment in its latest business park and state-of-the-art library facilities, Ypsilanti Township is moving forward.

Debra Zamperla

Ann Arbor, MI
artensity.org
artensityworkshops@gmail.com
734-662-8734

Debra Zamperla is the host of Artensity— art workshops in various media with national artists in Ann Arbor and Florence, Italy.

Zingerman's Community of Businesses

3756 Plaza Drive
Ann Arbor, MI 48108
zingermanscommunity.com
info@zingermans.com
734-913-0059

A collection of businesses each with its own food specialty, all located in the Ann Arbor area, that all work to make shopping and eating in every aspect of Zingerman's more flavorful and more enjoyable than ever.

Courtesy of The Arts Alliance

RECOGNIZING CREATIVE DISTINCTION.

The Arts Alliance Medal for Arts, Sciences & Humanities

Awarded annually, The Arts Alliance Medals for Arts, Sciences & Humanities honor and celebrate the extraordinary contributions and accomplishments of Washtenaw County artists, creatives, individuals, businesses and organizations. Medal recipients are celebrated for exemplary achievements in advancing the arts, sciences and humanities and increasing public awareness of the creative sector in our region. Through their actions, leadership, philanthropy and body of work, medal awardees make their mark on the creative sector, set the standard for excellence and serve as an example for others to follow.

Philanthropic Excellence Medal

2017 The Buhr Foundation

2016 The Harry A. & Margaret D. Towsley Foundation

2015 Ambassador Ronald N. & Mrs. Eileen Weiser

The Lifetime Achievement Medal

2017 Carla Dirlikov Canales,

2016 Loren Estleman

2015 Jeff Daniels

Outstanding Service Medal

2017 Ken Fischer

2016 Masco Corporation

2015 Ann Arbor Area Convention & Visitors Bureau

The Arts Alliance 21st Century Awards

Awarded periodically to recognize those who have demonstrated – through action and accomplishment – progressive approaches to the advancement of the arts, sciences and humanities in Washtenaw County.

Excelllence in Education Award

2017 Allison L. Buck

2016 Cre Fuller, Sherri Green & Marcy Davy Haywood

2015 Omari Rush

Spotlight Artist Award

2017 Laith Al-Saadi

The Tamara Real Emerging Leader Award

2016 Wild Swan Theater

2015 Ann Arbor Hands-On Museum

21ST CENTURY AWARD
The Arts Alliance

The Arts Alliance invites you to...

THE pARTy! 2018

RECOGNIZING CREATIVE DISTINCTION.

The Arts Alliance Medals for Arts, Sciences & Humanities 2018

Honoring the extraordinary contributions and accomplishments of Washtenaw County artists, creatives, individuals, businesses and organizations.

Outstanding Service Medal 2018
The Honorable Debbie Dingell & The Honorable John Dingell

Philanthropic Excellence Medal 2018
Bob & Marina Whitman

Lifetime Achievement Medal 2018
Linda Yohn, Music Director, WEMU 89.1 FM

THE pARTy! is The Arts Alliance's signature benefit event celebrating and recognizing outstanding achievements in arts, sciences and humanities in the greater Ann Arbor area.

**5:15 p.m. Private Champagne Reception for Medalists, Sponsors & Honorary Committee.*

Monday
January 29, 2018
6:15p.m.*

Mélange
now featuring the influences of
Chef Eve Aronoff

312 South Main Street
Ann Arbor, MI 48104

Cocktail Attire
Strolling Buffet

Order tickets at
https://a2tix.com/events/THE-pARTy-2018-The-Arts-Alliance

734.213.2733

INTRINSIC SPONSOR

Mélange

The Arts Alliance
1100 North Main Street, Suite A
Ann Arbor, MI 48104
www.A3Arts.org | 734.213.2733

The Arts Alliance is a leader championing, supporting and advocating for the Arts and Creative Industries in Washtenaw County, MI — arts and creative individuals, organizations and businesses—to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit. The Arts Alliance is supported in part by the Michigan Council for Art and Cultural Affairs and the National Endowment for the Arts.

BECOME A MEMBER

Join The Arts Alliance to support the arts and creative industries in Washtenaw County.

Our mission is to champion the Arts & Creative Industries in Washtenaw County, MI—arts and creative individuals, organizations and businesses—to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit. The Arts Alliance is a leader, persuading community leaders and stakeholders of the importance of arts and creativity in Ann Arbor, Chelsea, Dexter, Manchester, Milan, Saline and Ypsilanti, plus 21 townships. You can help safeguard a thriving arts & creative sector in Washtenaw County by becoming a member of The Arts Alliance today!

CREATIVE SECTOR MEMBERSHIP

This membership is available for creative individuals and creative organizations.

Creative Individual

People who self-identify as artists/creatives or who work in the creative industries.

- First time member or students **$ 35**
- Renewing **$ 50**

Creative Business

Arts, cultural and heritage organizations and creative businesses.

- <$49,999: **$ 50**
- $50K to $249,999: **$100**
- $250K to $749,999: **$175**
- $750K to $1.49M: **$250**
- >$1.5M: **$350**

Incentives

- Supporting advocacy, facilitation and guidance for Washtenaw's Creative Industries
- Priority listings in The Arts Alliance Arts and Cultural eNewsletter
- Directory listing and discount on advertising in *The Annual Arts and Creative Industries Guide*
- Additional discounts and promotional opportunities at The Arts Alliance events and conferences

ALLY MEMBERSHIP

Ally members are individuals or businesses who value the importance of the creative industries and support the cause to advocate for and promote the arts, culture and creativity in Washtenaw County! Ally names will be are featured in *The Annual Arts & Creative Industries Guide.*

Ally Member Levels

Red	$ 50
Orange	$ 100
Yellow	$ 250
Green	$ 500
Blue	$ 1,000
Indigo	$ 2,500
Violet	$ 5,000
Purple	$ 10,000

For more information or to become a member, contact The Arts Alliance at:
734.213.2733
info@a3arts.org
or **visit www.a3arts.org**

Follow us: **@TheArtsAlliance**
Like us: **facebook.com/a3artsalliance**

MÉ • LAN • GE

The Mélange experience is inspired by our good friend and celebrated Chef, Eve Aronoff. Eve's distinctive style is formed by her training in France, time spent experiencing Cuban culture in Miami, growing up in Jerusalem and absorbing the spirit of these cultures and cuisines.

At Mélange, Eve has woven together influences of Indian and wholesome American country cooking with her love of big flavors, texture and contrast -The dishes are complex, yet harmonious. A mélange of flavors convene to create a unique experience that is intimate, warm and inviting.

We invite you to join us in celebrating these delicious changes at Mélange.

Consulting Chef and Visionary, Eve Aronoff

312 South Main, Ann Arbor, MI 48104
www.melangebistro.com
734-222-0202

ARTS + CREATIVE INDUSTRIES = IMPACT

The Arts Alliance
info@a3arts.org | www.A3Arts.org | 734.213.2733
1100 North Main Street, #A | Ann Arbor, MI 48104

From:	Schopieray, Christine
To:	Lazarus, Howard
Subject:	RE: Bloomberg Public Art Challenge
Date:	Monday, March 5, 2018 10:27:35 AM

Good morning Howard,
I am available now. Is this a good time to meet? Please advise.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Lazarus, Howard
Sent: Monday, March 05, 2018 10:26 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Higgins, Sara <SHiggins@a2gov.org>
Subject: Bloomberg Public Art Challenge

Christine:

Please come see me about the subject matter. Mayor Taylor asked for support to the Arts Commission on this proposal, and I thought of you due to your interest in the arts. This could be a fun matter to work on together with the Commission, so let's talk.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

BE SAFE
EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

From:	Lazarus, Howard
To:	Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Monday, March 5, 2018 10:33:00 AM

Yes. Come on down!

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

From: Schopieray, Christine
Sent: Monday, March 5, 2018 10:28 AM
To: Lazarus, Howard <HLazarus@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

Good morning Howard,
I am available now. Is this a good time to meet? Please advise.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

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Cc: Higgins, Sara <SHiggins@a2gov.org>
Subject: Bloomberg Public Art Challenge

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Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

From:	Schopieray, Christine
To:	deb.polich@A3arts.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:31:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Dear Ms. Polich,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

The deadline is short and I need your help to make a submission. Please activate your network of artists and submit a brief proposal outline by March 26. The finalist will be selected by March 28, and you will have until April 11 to complete the phase one proposal for submission.

Proposal outline should include:
1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference it will make for Ann Arbor.

March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn more about winning strategies.

This opportunity will require creativity and organization, and although the bulk of the application will of course need to be devised by the proposing artist, we in City Hall stand ready to help. Christine Schopieray, my Administrative Assistant, (CSchopieray@a2gov.org or 734-794-6161 ext. 41602) will direct you to the right person on staff to answer any questions you might have.

I look forward to your ideas.

Sincerely,
Mayor Christopher Taylor

Bloomberg Challenge Factsheet

Timeline

March 5: begin outreach to organizations that could potentially submit a proposal outline that includes:

1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference if will make for Ann Arbor.

March 26: Deadline for project outlines

March 28: Task force will select finalist and request a compete proposal

April 11: Final proposal reviewed and refined by taskforce

April 16: Council ratification of proposal

April 19: Proposal submitted with letter from Mayor

Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

Taskforce: review proposal outlines and select finalist; refine final proposal submission

City Council: endorse effort and promote collaboration

Art Commission: lead taskforce and refine proposal for submission, promote collaboration

Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

Dear Mayor Taylor:

It is my pleasure to invite you to participate in the 2018 Bloomberg Philanthropies Public Art Challenge, helping cities address major challenges by activating their creative communities.

We are looking to support innovative temporary public art projects that demonstrate close collaboration between city government, artists, and cultural organizations. At least three cities will be selected to receive up to $1 million each for projects that enhance the local economy, civic identity, and residents' quality of life.

During the first Public Art Challenge, launched in 2015, Bloomberg Philanthropies worked with mayors on four transformative projects in Gary, IN; Los Angeles, CA; Spartanburg, SC; and a consortium of Albany, Schenectady and Troy, NY. This year's initiative builds on the success and momentum of our inaugural program as we seek a new round of opportunities to support municipal innovation, strengthen public-private partnerships, engage communities, and enrich the vibrancy of U.S. cities.

For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.
(200 words maximum)

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?
Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.
(200 words maximum)

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?
(200 words maximum)

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.
(200 words maximum)

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?
(300 words maximum)

How do you plan to engage communities impacted by this project during its planning, development and implementation?
(300 words maximum)

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.
Please list each entity on a separate line. (200 words maximum)

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

How will you assess the impact of this project?
(250 words maximum)

Name the partner(s) you plan to work with on this assessment.
Please list each entity on a separate line. (150 words maximum)

From:	Schopieray, Christine
To:	WonderFool Productions
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:33:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Dear Arts Organization,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

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Sincerely,
Mayor Christopher Taylor

Bloomberg Challenge Factsheet

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Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

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City of Ann Arbor
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100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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From:	Schopieray, Christine
To:	mklopf@annarborartcenter.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:37:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	gallery@22north.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:38:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	donald@7cylinders.com
Subject:	Bloomberg Public Art Challenge
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(250 words maximum)

Name the partner(s) you plan to work with on this assessment.
Please list each entity on a separate line. (150 words maximum)

From:	Schopieray, Christine
To:	info@826michigan.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:41:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

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Bloomberg Challenge Factsheet

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Resources

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Bloomberg
Philanthropies

February 15, 2018

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100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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Proposed Project Title

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(300 words maximum)

Civic issue being addressed
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From:	Schopieray, Christine
To:	a2jazzfest@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:42:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Philanthropies

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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(50 words maximum)

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From:	Schopieray, Christine
To:	info@a2ethics.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:43:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

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2018 Public Art Challenge - Phase One Application

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Application Details

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Civic issue being addressed
(50 words maximum)

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From:	Schopieray, Christine
To:	aachmuseum@att.net
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:44:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	info@akshara-arts.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:47:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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To:	info@ataminc.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:48:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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From:	Schopieray, Christine
To:	jhieftje@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:49:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Dear John,

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To:	info@a2pianoteachers.com
Subject:	Bloomberg Public Art Challenge
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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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City Hall Street Address

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To:	info@a2bluessociety.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:51:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	manager@a2ct.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:52:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Philanthropies

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To:	annarborfiberartsguild@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:54:00 PM
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Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

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25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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To:	info@annarbormusicaltheaterworks.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:57:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	info@pottersguild.net
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 2:58:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	aawa.president@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:08:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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To:	arboropera@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:10:00 PM
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From:	Schopieray, Christine
To:	info@artrainusa.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:18:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	info@artisticagallery.net
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From:	John Kotarski
To:	Allison Buck; Miller, Bob; Smith, Chip; Colleen Crawley; Rizzolo-Brown, Connie; David Esau; David Zinn; Patti Smith
Cc:	Schopieray, Christine; Harrison, Venita
Subject:	Bloomberg Challenge grant
Date:	Tuesday, March 6, 2018 3:19:36 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf Public Art Challenge _ examples.pdf

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Hi all,

I met with City Administrator Howard Lazarus this morning to discuss the Bloomberg grant and all went well.

He knows that it will be challenging to prepare a competitive proposal for this year (given the deadlines) but he is encouraging us to lead the way as best we can. In fact, he has agreed to serve with Mayor Taylor on the review panel. Alison Buck will lead the panel and Venita Harrison be a member. It will be a very workable four person team. You will have a resolution to that effect brought before you at the A2PAC meeting tomorrow night.

This high profile jury should get attention and Mr. Lazarus has directed the City's communication team to spread the word.

Please find below an email that is being sent from the Mayor's office (with attached reference docs). If you can think of any organization or individual that might be interested please email contact info to Christine Schopieray ASAP or alert them by email yourself (or do both!)

I feel that we have taken a long shot opportunity and turned it into a valuable tool for the City's Public Art program. Thanks to Allison and David E for your hard work this weekend - job well done!

Best,
John

++++++++++++++++++++++++++++
Dear (non-profit),

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I look forward to your ideas.

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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PUBLIC ART CHALLENGE

ENGAGING CREATIVE COMMUNITIES TO **ENHANCE THE QUALITY OF LIFE IN CITIES**

SHARE

TRANSFORMING URBAN SPACES WITH DYNAMIC PUBLIC ART

The Public Art Challenge encourages mayors to collaborate with artists to develop innovative public art projects that address critical issues in their communities. Applications are currently open for the 2018 edition.

U.S. mayors of cities with 30,000 residents or more are invited to apply and receive up to $1 million in funding for temporary public art projects that address an important civic issue. At least three cities will be selected in 2018 to execute their projects over a maximum of 24 months.

The foundation's first Public Art Challenge, announced in the fall of 2014 with projects opening in 2016 supported creative projects in four cities: Gary, IN; Los Angeles, CA; Spartanburg, SC; and a collaborative team from Albany, Schenectady and Troy, NY.

The Inaugural Public Art Challenge generated significant activity across four regions, generating $13 million for local economies, 10 million views, 245 partnerships, and 490 public programs.

The Public Art Challenge is part of the American Cities Initiative (https://www.bloomberg.org/program/founders-projects/american-cities-initiative/), a suite of investments that empower cities to generate innovation and advance policy that moves the nation forward.

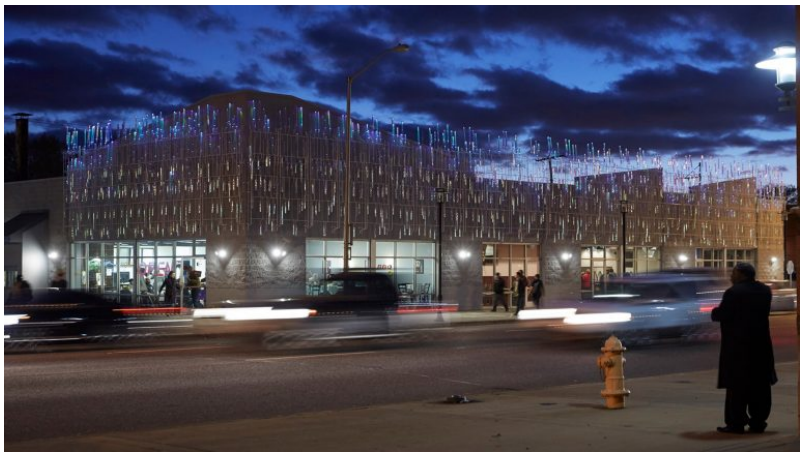
LEARN MORE ABOUT THE FOUR WINNING PROJECTS FROM THE INAUGURAL PUBLIC ART CHALLENGE:

Albany, Schenectady and Troy, NY – *"Breathing Lights"*
Illuminating the Need for Community Revitalization

(https://www.bbhub.io/dotorg/sites/2/2014/10/Breathing-Lights.jpg)

Through a collaborative effort, the cities of Albany, Schenectady and Troy, NY illuminated vacant buildings across the New York Capital Region to mimic human breath and elevate the issues of vacancy and urban revitalization. Artist Adam Frelin, architect Barbara Nelson, the mayors of the three cities, local land banks, and more than 75 community and private sector partners came together to bring the "Breathing Lights" installation to life. This project included a series of related public programming for residents, prospective buyers and investors, and policymakers.

Gary, IN – "*ArtHouse: A Social Kitchen*"
Connecting Food and Art to Catalyze a Cultural District



The City of Gary, IN transformed an underutilized downtown building into a cultural hub that showcases visual and culinary arts. “ArtHouse: A Social Kitchen,” conceived by artist Theaster Gates and the City’s Mayor Karen Freeman-Wilson, is a public space that aims to catalyze a cultural district, promote urban revitalization, and generate opportunities for employment in the restaurant industry.

Los Angeles, CA – “*CURRENT: LA Water*”
Call to Action on Water Conservation Through Art

(https://www.bbhub.io/dotorg/sites/2/2014/10/Current-LA.jpg)

The City of Los Angeles, CA presented “CURRENT:LA Water,” the city’s first public art biennial. It included 15 multidisciplinary works of art sited in parks and public spaces along the Los Angeles River. Each of the 13 artists involved created artwork that responded to the importance of water, highlighting critical issues related to conservation, ecology and drought.

Spartanburg, SC – “*Seeing Spartanburg in a New Light*”
Strengthening Community-Police Relations

(https://www.bbhub.io/dotorg/sites/2/2014/10/Spartanburg.jpg)

With the goal of improving police-community relations and creating safer, more vibrant public spaces, the City of Spartanburg, SC worked with artist Erwin Redl on "Seeing Spartanburg in a New Light." Redl collaborated with the City's police and fire departments, along with the neighborhood associations, to design and develop engaging light and media art installations that touched 10 neighborhoods across the city.

CLICK HERE TO LEARN MORE ABOUT THE PUBLIC ART CHALLENGE (HTTP://PUBLICARTCHALLENGE.BLOOMBERG.ORG/)

twitter (https://twitter.com/bloombergdotorg) facebook (https://www.facebook.com/bloombergdotorg)

instagram (http://instagram.com/bloombergdotorg) flickr (https://www.flickr.com/photos/bloombergphilanthropies)

snapchat (https://www.snapchat.com/add/bloombergdotorg) contact (https://www.bloomberg.org/about/contact-us/)

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Privacy (https://www.bloomberg.org/privacy/)

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From:	Schopieray, Christine
To:	info@artsinmotion.net
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:25:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	execdirector@balletchelsea.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:27:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	artaccustomed@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:28:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
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PEH:jr

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2018 Public Art Challenge - Phase One Application

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To:	boychoira2@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:29:00 PM
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From:	Schopieray, Christine
To:	thebrasstacksensemble@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:30:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	1carterart@gmail.com
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Month and year current term ends (mm/yy)

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Please enter "Yes" or "No"

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Proposed Project Title

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(300 words maximum)

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(50 words maximum)

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From:	Schopieray, Christine
To:	dac@danielcascardo.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:32:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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To:	info@chelseafestivals.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:33:00 PM
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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	colby.cesaro@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:33:00 PM
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From:	Schopieray, Christine
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Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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City Hall Street Address

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Month and year current term ends (mm/yy)

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Please enter "Yes" or "No"

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From:	Schopieray, Christine
To:	creativevoice@artrainusa.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:36:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	wrush@culturesource.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:37:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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(50 words maximum)

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From:	Schopieray, Christine
To:	info@cuttime.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:38:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	dextersdancersedge@yahoo.com
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Bloomberg
Philanthropies

February 15, 2018

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PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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From:	Schopieray, Christine
To:	Christina Hemenway
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:40:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	storytellerlyn@comcast.net
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:41:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

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From:	Schopieray, Christine
To:	michelle@michelledeatrick.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:42:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	email@dptv.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:43:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
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To:	paintdexter@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:48:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	info@dextercommunityorchestra.org
Subject:	Bloomberg Public Art Challenge
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Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

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Please select the city(s) that will benefit from this project.
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From:	Schopieray, Christine
To:	mark@wildroadpictures.com
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:51:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Dear Artist,

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Bloomberg Challenge Factsheet

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Bloomberg
Philanthropies

February 15, 2018

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Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
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Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	afa@sphinxmusic.org
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 3:52:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	emu.music@emich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, March 6, 2018 4:31:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Patricia E. Harris

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

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Mailing Address

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Month and year current term ends (mm/yy)

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Please enter "Yes" or "No"

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(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

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From:	Lazarus, Howard
To:	Taylor, Ellen
Cc:	Schopieray, Christine; Harrison, Venita; Kotarski, John; Wondrash, Lisa (LWondrash@a2gov.org)
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 8:04:00 AM

Mayor Taylor:

Christine, Venita Harrison, and I met yesterday with Mr. Kotarski to gain a mutual understanding of the path forward for the 2018 Public Art Challenge. Mr. Kotarski provided a schedule with which the City attendees concurred. Christine will send e-mail notices out to the parties Mr. Kotarski identified, and she will be the collection point for any proposals that may be received. We also agreeed to a notice on the City's web site. Other than that, the only additional commitments for the City are (1) for you, Ms. Harrison, and me to serve on the evaluation task force (as the ultimate arbiters of good taste), (2) to obtain a resolution of support from Council at the April 16th meeting, and (3) for you to provide a letter of support to go with the selected proposal.

Mr. Kotarski's stressed the point that this is a short turn around and we may not receive a "winning" proposal this year, but the value is generating interest in the arts so that the community may be better prepared next year.

Please let me know if you have additional questions or concerns.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

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From:	Schopieray, Christine
To:	lynnefriman@comcast.ent
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 9:46:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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From:	Schopieray, Christine
To:	kenfisch@umich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 9:48:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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To:	lynnefriman@comcast.net
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 9:49:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	Gendron, Cathy
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 9:50:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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To:	maryyorkgentry@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 9:52:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	zgillis@comcast.net
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 9:53:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Patricia E. Harris

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

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From:	Schopieray, Christine
To:	glpaaoffice@greatlakespaa.org
Subject:	FW: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 9:55:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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To:	bill@gltc.us
Subject:	Bloomberg Public Art Challenge
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To:	info@sophieartist.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:01:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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To:	info@theguild.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:03:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	info@hotworks.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:04:00 AM
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To:	info@inmotionstudios.net
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From:	Schopieray, Christine
To:	linette@invisibleengines.com
Subject:	FW: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:11:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	cathy@cathyjacobs.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:12:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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PEH:jr

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From:	Schopieray, Christine
To:	bjkay101@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:13:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	kch@kerrytown.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:14:00 AM
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From:	Schopieray, Christine
To:	curious@kickshawtheatre.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:27:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg Challenge Factsheet

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Bloomberg
Philanthropies

February 15, 2018

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100 North Fifth Avenue
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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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To:	kirschtm37@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:28:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	lindakklenczar@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:30:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
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Sincerely,

Patricia E. Harris

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

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First Name

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Month and year current term ends (mm/yy)

Eligible for another term
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(300 words maximum)

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From:	Schopieray, Christine
To:	laila@lailakujala.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:32:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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To:	bknudstrup@aol.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:32:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	LeslieScienceCtr (NWF)
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:35:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	kaletts@arborart.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:36:00 AM
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I look forward to your ideas.

Sincerely,
Mayor Christopher Taylor

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Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

Dear Mayor Taylor:

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I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

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Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

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4. Project Information

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Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

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Name the partner(s) you plan to work with on this assessment.
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From: Taylor, Ellen
To: Taylor, Christopher (Mayor)
Subject: FW: Bloomberg Public Art Challenge
Date: Wednesday, March 7, 2018 10:36:29 AM

Mayor,

I believe this email was meant to be sent to you. It was great to see you last week at our meeting.

Thank You,

Ellen S. Taylor
Assistant Fire Chief
City of Ann Arbor
Phone: (734) 794-6961 x49604
Fax: (734) 994-8814
Email: etaylor@a2gov.org

Every person can make a difference, and everyone should try. John F. Kennedy

---

From: Lazarus, Howard
Sent: Wednesday, March 07, 2018 8:05 AM
To: Taylor, Ellen <ETaylor@a2gov.org>
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Kotarski, John <kotarski@pobox.com>; Wondrash, Lisa <LWondrash@a2gov.org>
Subject: Bloomberg Public Art Challenge

Mayor Taylor:

Christine, Venita Harrison, and I met yesterday with Mr. Kotarski to gain a mutual understanding of the path forward for the 2018 Public Art Challenge. Mr. Kotarski provided a schedule with which the City attendees concurred. Christine will send e-mail notices out to the parties Mr. Kotarski identified, and she will be the collection point for any proposals that may be received. We also agreeed to a notice on the City's web site. Other than that, the only additional commitments for the City are (1) for you, Ms. Harrison, and me to serve on the evaluation task force (as the ultimate arbiters of good taste), (2) to obtain a resolution of support from Council at the April 16th meeting, and (3) for you to provide a letter of support to go with the selected proposal.

Mr. Kotarski's stressed the point that this is a short turn around and we may not receive a "winning" proposal this year, but the value is generating interest in the arts so that the community may be better prepared next year.

Please let me know if you have additional questions or concerns.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

From:	Schopieray, Christine
To:	firemuseum4@msn.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:37:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	ksmyhre@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:38:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	neighborhoodtheatregroup@gmail.com
Subject:	Bloomberg Public Art Challenge
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Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

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Please select the city(s) that will benefit from this project.
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From:	Schopieray, Christine
To:	Lori Roddy
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:40:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

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Bloomberg Challenge Factsheet

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Bloomberg
Philanthropies

February 15, 2018

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City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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Please enter "Yes" or "No"

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From:	Schopieray, Christine
To:	lnisson@comcast.net
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:41:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

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Bloomberg
Philanthropies

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Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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Eligible for another term
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Application Details

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(300 words maximum)

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From:	Schopieray, Christine
To:	npgsculptor@comcast.net
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:42:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

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Bloomberg
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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	pennyseats@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:43:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Sincerely,

Patricia E. Harris

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

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First Name

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Email

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Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

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Proposed Project Title

Proposed Project Description
(300 words maximum)

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Proposed Project End Date

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From:	Schopieray, Christine
To:	info@phoenixensemble.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:44:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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From:	Schopieray, Christine
To:	info@pittsfield-mi.gov
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:45:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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(50 words maximum)

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From:	Schopieray, Christine
To:	info@purplerosetheatre.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:46:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	dancewithrdc@gmail.com
Subject:	Bloomberg Public Art Challenge
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Bloomberg
Philanthropies

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PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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To:	jbreyes68@yahoo.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:48:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	r4ragtimeband@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:49:00 AM
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Subject:	Bloomberg Public Art Challenge
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From:	Schopieray, Christine
To:	info@riversidearts.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:51:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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From:	Schopieray, Christine
To:	jrosenblum@comcast.net
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:52:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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PEH:jr

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From:	Schopieray, Christine
To:	president@salineareaplayers.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:58:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	salinemills@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 10:59:00 AM
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Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

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From:	Schopieray, Christine
To:	info@saltvalleyarts.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:00:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg Challenge Factsheet

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Bloomberg
Philanthropies

February 15, 2018

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Guy C. Larcom, Jr. Municipal Building
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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	dddsharp@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:01:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	[redacted]
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:02:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	stevensigurdson@gmail.com
Subject:	Bloomberg Public Art Challenge
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Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

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<Select One>

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Month and year current term ends (mm/yy)

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(300 words maximum)

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From:	Schopieray, Christine
To:	las@lesliesobel.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:03:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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From:	Schopieray, Christine
To:	contact@statestreetdistrict.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:06:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	steinkellner@justdoart.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:07:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	ljstingl@ameritech.net
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Bloomberg
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25 East 78th Street, New York, NY 10075

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To:	tsammanager@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:09:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	a2theatrenova@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:10:00 AM
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To:	treetownmurals@gmail.com
Subject:	Bloomberg Public Art Challenge
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(300 words maximum)

How will you assess the impact of this project?
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Name the partner(s) you plan to work with on this assessment.
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From:	Schopieray, Christine
To:	katetremelclay@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:12:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Dear Artist,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

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Bloomberg Challenge Factsheet

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Bloomberg
Philanthropies

February 15, 2018

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City of Ann Arbor
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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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From:	Schopieray, Christine
To:	trustartstudios@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:13:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

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2018 Public Art Challenge - Phase One Application

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(300 words maximum)

Civic issue being addressed
(50 words maximum)

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From:	Schopieray, Christine
To:	artsengine@umich.edu
Cc:	a2ru-communications@umich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:16:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
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From:	Schopieray, Christine
To:	kelseymuse@umich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:17:00 AM
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Enter $0 if no funds have been committed

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From:	Schopieray, Christine
To:	giftsofart@med.umich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:18:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Dear Arts Organization,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

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March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn more about winning strategies.

This opportunity will require creativity and organization, and although the bulk of the application will of course need to be devised by the proposing artist, we in City Hall stand ready to help. Christine Schopieray, my Administrative Assistant, (CSchopieray@a2gov.org or 734-794-6161 ext. 41602) will direct you to the right person on staff to answer any questions you might have.

I look forward to your ideas.

Sincerely,
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Bloomberg Challenge Factsheet

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Bloomberg
Philanthropies

February 15, 2018

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City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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Middle Initial

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Month and year current term ends (mm/yy)

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<Select One>

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(300 words maximum)

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(50 words maximum)

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From:	Harrison, Venita
To:	Kellar, Robert
Subject:	FW: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:21:00 AM

FYI.

From: Lazarus, Howard
Sent: Wednesday, March 07, 2018 8:05 AM
To: Taylor, Ellen <ETaylor@a2gov.org>
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Kotarski, John <kotarski@pobox.com>; Wondrash, Lisa <LWondrash@a2gov.org>
Subject: Bloomberg Public Art Challenge

Mayor Taylor:

Christine, Venita Harrison, and I met yesterday with Mr. Kotarski to gain a mutual understanding of the path forward for the 2018 Public Art Challenge. Mr. Kotarski provided a schedule with which the City attendees concurred. Christine will send e-mail notices out to the parties Mr. Kotarski identified, and she will be the collection point for any proposals that may be received. We also agreeed to a notice on the City's web site. Other than that, the only additional commitments for the City are (1) for you, Ms. Harrison, and me to serve on the evaluation task force (as the ultimate arbiters of good taste), (2) to obtain a resolution of support from Council at the April 16th meeting, and (3) for you to provide a letter of support to go with the selected proposal.

Mr. Kotarski's stressed the point that this is a short turn around and we may not receive a "winning" proposal this year, but the value is generating interest in the arts so that the community may be better prepared next year.

Please let me know if you have additional questions or concerns.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

From:	Schopieray, Christine
To:	jonathan@urban-fairies.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:29:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	jill@jillwagnerart.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:30:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	Harrison, Venita; Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:30:32 AM
Attachments:	Public art challenge.docx
Importance:	High

First draft. Thoughts, changes, additions please.

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Subject: Bloomberg Public Art Challenge

Mayor Taylor:

Christine, Venita Harrison, and I met yesterday with Mr. Kotarski to gain a mutual understanding of the path forward for the 2018 Public Art Challenge. Mr. Kotarski provided a schedule with which the City attendees concurred. Christine will send e-mail notices out to the parties Mr. Kotarski identified, and she will be the collection point for any proposals that may be received. We also agreeed to a notice on the City's web site. Other than that, the only additional commitments for the City are (1) for you, Ms. Harrison, and me to serve on the evaluation task force (as the ultimate arbiters of good taste), (2) to obtain a resolution of support from Council at the April 16th meeting, and (3) for you to provide a letter of support to go with the selected proposal.

Mr. Kotarski's stressed the point that this is a short turn around and we may not receive a "winning" proposal this year, but the value is generating interest in the arts so that the community may be better prepared next year.

Please let me know if you have additional questions or concerns.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street

Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

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a2gov.org/A2BeSafe

CITY OF ANN ARBOR, MICHIGAN

301 E. Huron St., P.O. Box 8647 ● Ann Arbor, Michigan 48107-8647

www.a2gov.org

www.a2gov.org/subscribe ● www.facebook.com/thecityofannarbor ● www.twitter.com/a2gov

PRESS RELEASE

For Immediate Release

CONTACT: Christine Schopieray, Assistant to the Mayor, cschopieray@a2gov.org / 734.794.6161, ext. 41602

Ann Arbor Residents Invited to Participate in Public Art Challenge

ANN ARBOR, Mich., Mar. 7, 2018 – The City of Ann Arbor is excited to announce that residents of Ann Arbor are invited to participate in Bloomberg Philanthropies Public Art Challenge. Resident proposals will be collected by the City and evaluated to select a finalist, which will become the official proposal entered on behalf of Ann Arbor. Bloomberg will grant three cities up to $1 million to carry out their proposal.

The deadline for a brief proposal outline is **March 26.** The finalist will be selected by **March 28**, and you will have until April 11 to complete the phase one proposal for submission.

Proposal outlines should include:

1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference it will make for Ann Arbor

Proposals can be sent to Christine Schopieray with the City of Ann Arbor by email at cschopieray@a2gov.org. Visit the Public Art Challenge for more information or call Christine at 734.794.6161 ext. 41602

#####

Ann Arbor has 119,000 residents, spans 28.82 square miles and is frequently recognized as a foremost place to live, learn, work, thrive and visit. To keep up with City of Ann Arbor information, subscribe for email updates, follow us on Twitter or become a city fan on Facebook. The city's mission is to deliver exceptional services that sustain and enhance a vibrant, safe and diverse community.

From:	Schopieray, Christine
To:	ypsicommband@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:32:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Dear Arts Organization,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

The deadline is short and I need your help to make a submission. Please activate your network of artists and submit a brief proposal outline by March 26. The finalist will be selected by March 28, and you will have until April 11 to complete the phase one proposal for submission.

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4. Potential difference it will make for Ann Arbor.

March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn more about winning strategies.

This opportunity will require creativity and organization, and although the bulk of the application will of course need to be devised by the proposing artist, we in City Hall stand ready to help. Christine Schopieray, my Administrative Assistant, (CSchopieray@a2gov.org or 734-794-6161 ext. 41602) will direct you to the right person on staff to answer any questions you might have.

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Sincerely,
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Bloomberg Challenge Factsheet

Timeline

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Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

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Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

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City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

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Title

Prefix
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First Name

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Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

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First Name

Middle Initial

Last Name

Email

Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

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How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

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In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.
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What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?
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What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.
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How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?
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How do you plan to reach this audience? What communications and marketing strategies do you intend to use?
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From:	Schopieray, Christine
To:	whitegordo@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:33:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Dear Artist,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

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Bloomberg
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I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

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Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

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Eligible for another term
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Application Details

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Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

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From:	Schopieray, Christine
To:	wildswan@wildswantheater.org
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:34:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Philanthropies

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PEH:jr

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Application Details

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(50 words maximum)

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From:	Schopieray, Christine
To:	wsg.info@wsg-art.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:35:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

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First Name

Middle Initial

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Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
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List street address(es) of the proposed work.

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Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

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Please list each entity on a separate line. (150 words maximum)

From:	Schopieray, Christine
To:	artensityworkshops@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:36:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Dear Arts Organization,

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March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn more about winning strategies.

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Mayor Christopher Taylor

Bloomberg Challenge Factsheet

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Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

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Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

Civic issue being addressed
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From:	Schopieray, Christine
To:	jil16hands@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:39:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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Application Details

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From:	Harrison, Venita
To:	Kellar, Robert; Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:41:00 AM

Ok by me.

From: Kellar, Robert
Sent: Wednesday, March 07, 2018 11:31 AM
To: Harrison, Venita <VHarrison@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge
Importance: High

First draft. Thoughts, changes, additions please.

From: Harrison, Venita
Sent: Wednesday, March 07, 2018 11:21 AM
To: Kellar, Robert <RKellar@a2gov.org>
Subject: FW: Bloomberg Public Art Challenge

FYI.

From: Lazarus, Howard
Sent: Wednesday, March 07, 2018 8:05 AM
To: Taylor, Ellen <ETaylor@a2gov.org>
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Kotarski, John <kotarski@pobox.com>; Wondrash, Lisa <LWondrash@a2gov.org>
Subject: Bloomberg Public Art Challenge

Mayor Taylor:

Christine, Venita Harrison, and I met yesterday with Mr. Kotarski to gain a mutual understanding of the path forward for the 2018 Public Art Challenge. Mr. Kotarski provided a schedule with which the City attendees concurred. Christine will send e-mail notices out to the parties Mr. Kotarski identified, and she will be the collection point for any proposals that may be received. We also agreeed to a notice on the City's web site. Other than that, the only additional commitments for the City are (1) for you, Ms. Harrison, and me to serve on the evaluation task force (as the ultimate arbiters of good taste), (2) to obtain a resolution of support from Council at the April 16th meeting, and (3) for you to provide a letter of support to go with the selected proposal.

Mr. Kotarski's stressed the point that this is a short turn around and we may not receive a "winning" proposal this year, but the value is generating interest in the arts so that the community may be better prepared next year.

Please let me know if you have additional questions or concerns.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

From: Harrison, Venita
To: Kellar, Robert; Schopieray, Christine
Subject: RE: Bloomberg Public Art Challenge
Date: Wednesday, March 7, 2018 11:42:01 AM

Ok by me.

From: Kellar, Robert
Sent: Wednesday, March 07, 2018 11:31 AM
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From:	Schopieray, Christine
To:	jill16hands@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:48:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.
(200 words maximum)

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?
Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.
(200 words maximum)

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?
(200 words maximum)

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.
(200 words maximum)

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?
(300 words maximum)

How do you plan to engage communities impacted by this project during its planning, development and implementation?
(300 words maximum)

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.
Please list each entity on a separate line. (200 words maximum)

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

How will you assess the impact of this project?
(250 words maximum)

Name the partner(s) you plan to work with on this assessment.
Please list each entity on a separate line. (150 words maximum)

From: Schopieray, Christine
To: Kellar, Robert
Subject: RE: Bloomberg Public Art Challenge
Date: Wednesday, March 7, 2018 11:48:00 AM

Looks good to me!

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Kellar, Robert
Sent: Wednesday, March 07, 2018 11:31 AM
To: Harrison, Venita <VHarrison@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge
Importance: High

First draft. Thoughts, changes, additions please.

From: Harrison, Venita
Sent: Wednesday, March 07, 2018 11:21 AM
To: Kellar, Robert <RKellar@a2gov.org>
Subject: FW: Bloomberg Public Art Challenge

FYI.

From: Lazarus, Howard
Sent: Wednesday, March 07, 2018 8:05 AM
To: Taylor, Ellen <ETaylor@a2gov.org>
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Kotarski, John <kotarski@pobox.com>; Wondrash, Lisa <LWondrash@a2gov.org>
Subject: Bloomberg Public Art Challenge

Mayor Taylor:

Christine, Venita Harrison, and I met yesterday with Mr. Kotarski to gain a mutual understanding of the path forward for the 2018 Public Art Challenge. Mr. Kotarski provided a schedule with which the City attendees concurred. Christine will send e-mail notices out to the parties Mr. Kotarski identified, and she will be the collection point for any proposals that may be received. We also agreeed to a notice on the City's web site. Other than that, the only additional commitments for the City are (1) for you, Ms. Harrison, and me to serve on the evaluation task force (as the ultimate arbiters of good taste), (2) to obtain a resolution of support from Council at the April 16th meeting, and (3) for you to provide a letter of support to go with the selected proposal.

Mr. Kotarski's stressed the point that this is a short turn around and we may not receive a "winning" proposal this year, but the value is generating interest in the arts so that the community may be better prepared next year.

Please let me know if you have additional questions or concerns.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

From:	Kellar, Robert
To:	Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 12:10:04 PM

Thanks

From: Schopieray, Christine
Sent: Wednesday, March 07, 2018 11:48 AM
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www.a2gov.org

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a2gov.org/A2BeSafe

From: Higgins, Sara
To: Schopieray, Christine
Subject: FW: Bloomberg Public Art Challenge
Date: Wednesday, March 7, 2018 2:59:08 PM

Christine,
Did you forward to the Mayor? Howard sent this to Ellen by mistake.
-Sara

From: Lazarus, Howard
Sent: Wednesday, March 07, 2018 8:05 AM
To: Taylor, Ellen <ETaylor@a2gov.org>
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Kotarski, John <kotarski@pobox.com>; Wondrash, Lisa (LWondrash@a2gov.org) <LWondrash@a2gov.org>
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From: Schopieray, Christine
To: Higgins, Sara
Subject: RE: Bloomberg Public Art Challenge
Date: Wednesday, March 7, 2018 3:04:00 PM

Yes, I did. Thanks.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Higgins, Sara
Sent: Wednesday, March 07, 2018 2:59 PM
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To: Taylor, Ellen <ETaylor@a2gov.org>
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Kotarski, John <kotarski@pobox.com>; Wondrash, Lisa (LWondrash@a2gov.org) <LWondrash@a2gov.org>
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From:	Schopieray, Christine
To:	Taylor, Christopher (Mayor); Christopher Taylor
Subject:	FW: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 3:05:25 PM

FYI- sent to the wrong Taylor ☺

From: Lazarus, Howard
Sent: Wednesday, March 07, 2018 8:05 AM
To: Taylor, Ellen <ETaylor@a2gov.org>
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Kotarski, John <kotarski@pobox.com>; Wondrash, Lisa (LWondrash@a2gov.org) <LWondrash@a2gov.org>
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E: hlazarus@a2gov.org
www.a2gov.org

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a2gov.org/A2BeSafe

From:	Jill Damon
To:	Schopieray, Christine
Cc:	Rick
Subject:	Re: Bloomberg Public Art Challenge
Date:	Wednesday, March 7, 2018 11:02:31 PM

Hi Christine and Mayor Taylor,

Thanks so much for the info and opportunity. What an exciting project. I'll put the word out.

Best regards,
Jill

Jill Damon
Owner, 16 Hands
16HandsAnnArbor.com

On Mar 7, 2018, at 11:48 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

Dear Gallery Owner,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

The deadline is short and I need your help to make a submission. Please activate your network of artists and submit a brief proposal outline by March 26. The finalist will be selected by March 28, and you will have until April 11 to complete the phase one proposal for submission.

Proposal outline should include:
1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference it will make for Ann Arbor.

March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn more about winning strategies.

This opportunity will require creativity and organization, and although the bulk of the application will of course need to be devised by the proposing artist, we in City Hall stand ready to help. Christine Schopieray, my Administrative Assistant, (CSchopieray@a2gov.org or 734-794-6161 ext. 41602) will direct you to the right person on staff to answer any questions you might have.

I look forward to your ideas.

Sincerely,
Mayor Christopher Taylor

<Bloomberg Challenge Factsheet.docx><Bloomberg Ltr 2018.pdf><Phase One Application.pdf>

From:	John Kotarski
To:	Schopieray, Christine
Cc:	Allison Buck; David Esau
Subject:	Bloomberg announcement
Date:	Thursday, March 8, 2018 10:43:52 AM

Hi Christine,

I am getting lots of feedback on the email you sent. Great job!

would you mind sending one to the following (if you haven't already)?

UM Arts Engine
Laurie Baefsky: lbaefsky@umich.edu
Deb Mexicotte: dlmexico@umich.edu

Ann Arbor Board of Ed
Susan Baskett: baskett@a2schools.org
Jeffrey Gaynor: gaynor@a2schools.org
Jessica Kelly: kellyj@a2schools.org
Simone Lightfoot: lightfoot@a2schools.org
Patricia Manley: manleyp@a2schools.org
Harmony Mitchell: mitchellh@a2schools.org
Christine Stead: steadc@a2schools.org

UM artist
Jim Cogswell: jcogs@umich.edu

Thanks,
John

From:	Schopieray, Christine
To:	lbaefsky@umich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:13:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Dear Arts Organization,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

The deadline is short and I need your help to make a submission. Please activate your network of artists and submit a brief proposal outline by March 26. The finalist will be selected by March 28, and you will have until April 11 to complete the phase one proposal for submission.

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I look forward to your ideas.

Sincerely,
Mayor Christopher Taylor

Bloomberg Challenge Factsheet

Timeline

March 5: begin outreach to organizations that could potentially submit a proposal outline that includes:

1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference if will make for Ann Arbor.

March 26: Deadline for project outlines

March 28: Task force will select finalist and request a compete proposal

April 11: Final proposal reviewed and refined by taskforce

April 16: Council ratification of proposal

April 19: Proposal submitted with letter from Mayor

Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

Taskforce: review proposal outlines and select finalist; refine final proposal submission

City Council: endorse effort and promote collaboration

Art Commission: lead taskforce and refine proposal for submission, promote collaboration

Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

Dear Mayor Taylor:

It is my pleasure to invite you to participate in the 2018 Bloomberg Philanthropies Public Art Challenge, helping cities address major challenges by activating their creative communities.

We are looking to support innovative temporary public art projects that demonstrate close collaboration between city government, artists, and cultural organizations. At least three cities will be selected to receive up to $1 million each for projects that enhance the local economy, civic identity, and residents' quality of life.

During the first Public Art Challenge, launched in 2015, Bloomberg Philanthropies worked with mayors on four transformative projects in Gary, IN; Los Angeles, CA; Spartanburg, SC; and a consortium of Albany, Schenectady and Troy, NY. This year's initiative builds on the success and momentum of our inaugural program as we seek a new round of opportunities to support municipal innovation, strengthen public-private partnerships, engage communities, and enrich the vibrancy of U.S. cities.

For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

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Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

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How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

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(200 words maximum)

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What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?
Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.
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How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?
(200 words maximum)

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.
(200 words maximum)

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?
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How will you assess the impact of this project?
(250 words maximum)

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From:	Schopieray, Christine
To:	baskett@a2schools.org
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:14:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg Challenge Factsheet

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

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Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

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<Select One>

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From:	Schopieray, Christine
To:	dlmexico@umich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:14:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	gaynor@a2schools.org
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:15:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
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From:	Schopieray, Christine
To:	kellyj@a2schools.org
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:15:00 PM
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From:	Schopieray, Christine
To:	lightfoot@a2schools.org
Subject:	Bloomberg Public Art Challenge
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Bloomberg
Philanthropies

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PEH:jr

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To:	manleyp@a2schools.org
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:16:00 PM
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Please list each entity on a separate line. (150 words maximum)

From:	Schopieray, Christine
To:	jcogs@umich.edu
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:18:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Resources

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Bloomberg
Philanthropies

February 15, 2018

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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From:	Schopieray, Christine
To:	artmeetsbusiness@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:30:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

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From:	Schopieray, Christine
To:	ruth@ruthbardenstein.com
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:31:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Dear Artist,

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	cchidester@onealconstruction.com
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:33:00 PM
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Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

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From:	Schopieray, Christine
To:	jill@jillault.com
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:35:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	bywaycreative@gmail.com
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:37:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	terri@bldgconservation.com
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 12:37:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	jenos@cwaplan.com
Subject:	Bloomberg Public Art Challenge
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For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Prefix
<Select One>

First Name

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Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
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List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

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Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

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Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

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Briefly describe your desired audience for this project.
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(250 words maximum)

Name the partner(s) you plan to work with on this assessment.
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From:	Schopieray, Christine
To:	CTN
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 8, 2018 4:08:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg Challenge Factsheet

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Mayor: invite arts organizations to submit project outlines, promote collaboration

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Resources

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Bloomberg
Philanthropies

February 15, 2018

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City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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From: John Kotarski
To: Schopieray, Christine
Cc: David Esau; Allison Buck
Subject: Fwd: Re: FW: Artspace Intro Call
Date: Thursday, March 8, 2018 4:08:00 PM

Christine,
I had a call from Deb Polich asking if the plans to develop 415 W. Washington was being seriously considered by the City. See below. If it was, she would consider a Bloomberg proposal for temporary art installation activating the space to help propel public interest. Could you please check with whomever so we could give Deb some accurate feedback? Please feel free to respond to Deb yourself to save time.
Thanks,
John

---------- Forwarded message ----------
From: "David Esau" <desau@cdiarchitects.com>
Date: Mar 8, 2018 2:46 PM
Subject: Re: FW: Artspace Intro Call
To: "John Kotarski" <kotarski@pobox.com>
Cc: "Allison Buck" <allisonlbuck13@gmail.com>

> I spent a lot of time on 415 W Washington back in 2011-2012 or so, looking into turning it into some sort of arts center (gallery, studio spaces, special events space, maybe a small theater), which from initial evaluations seemed possible to be successful, if we could raise $4 million in donations to renovate it (so the revenues just had to cover operating expenses, not a construction loan). At the time the City was very interested in seeing something productive happening with it, provided that the eastern part of the site (now parking) was available for the Allen Creek Greenway trail. Christine from the mayor's office was one of the people on a city task force investigating it. Unfortunately, I and the Arts Alliance didn't have the capacity to manage a major capital campaign, especially coming out of a recession, for an organization with no track record of building operations (and barely solvent itself).
>
> I expect the City would be happy to see something useful happen with it, but by now they might be just as happy to see it be torn down so it's not a nuisance and a maintenance headache. I'm sure Christine has heard more recently than I have what they're thinking about it.
>
> Two important considerations: the site is almost completely in the floodplain, with the eastern part in the floodway (even more restricted); and it's a contributing element to the Old West Side Historic District. Fortunately, I think the historical aspect may help justify investment beyond what would ordinary be allowed for a building in the floodplain.
>
> You mentioned artist lofts, which if you mean residences would probably be very problematic for development in the flood plain, and certainly not allowed in the whole first floor that's below the potential water level, so you could only use a fairly small part of the building. Residences weren't contemplated back when I looked at it.
>
> David Esau, AIA, LEED AP
> Cornerstone Design Inc & MI Accessible Homes
> 210 Collingwood Dr., Suite 106, Ann Arbor, MI 48103
> 734.663.7580
> [redacted] cell
> desau@cdiarchitects.com
> desau@mi-accessible-homes.com

On Thu, Mar 8, 2018 at 1:44 PM, John Kotarski <kotarski@pobox.com> wrote:

David,

I just had a phone conversation with Deb Polich regarding the synergy of using the development of 415 W. Washington for artist's lofts into a Bloomberg proposal. She asked me if the City is serious about the development of 415. She mentioned that you were familiar with the particulars enough to hazard a guess or would know where to go or who to ask to find the answer.

Any ideas?

John

---------- Forwarded message ----------
From: **Deb Polich** <deb.polich@a3arts.org>
Date: Thu, Mar 8, 2018 at 1:24 PM
Subject: FW: Artspace Intro Call
To: John Kortarski <kotarski@pobox.com>

Here you go…

From: Ryan Tobias [mailto:ryan.tobias@gmail.com]
Sent: Monday, February 26, 2018 12:45 PM
To: Lazarus, Howard <HLazarus@a2gov.org>; Higgins, Sara <SHiggins@a2gov.org>; Smith, Chip <ChSmith@a2gov.org>; jgrand@a2gov.org; ctaylor@a2gov.org; Deb Polich <deb.polich@a3arts.org>; Marie Klopf <mklopf@annarborartcenter.org>; zackerman@a2gov.org; KWestphal@a2gov.org; Susan Pollay <SPollay@a2dda.org>; Jillian Rosen <jrosen@aaacf.org>; Rachel Huang <rhuang@aaacf.org>; Delacourt, Derek <DDelacourt@a2gov.org>; wendy.holmes@artspace.org; aneesha.marwah@artspace.org; Joe O'Neal <joneal@onealconstruction.com>
Subject: Artspace Intro Call

All,

I would like you to cordially invite everyone on this email to an introductory video conference call with Artspace (copied here as well) to further discuss bringing them to Ann Arbor to conduct a Preliminary Feasibility Study on the viability of an affordable artist live/work project here in town. This call will take place on Wednesday, March 14th at 11:00 AM ET.

The consulting work to be discussed will evaluate our local arts market, determine project concept, funding and finance, and review potential sites. Many of our conversations have revolved around the 415 W Washington site but that will be just one of multiple sites under consideration. The cost of this study is $25,000 which I believe we have soft circled assuming this call goes well.

Artspace will introduce themselves and give an overview of what they do, the process ahead, and what the study entails. Following this, there should be time for questions and I hope to complete the call in under an hour. The call will include an internet presentation so please plan to be in front of a computer if possible but if that's not an option, you're welcome to just listen in.

I will be sending out a calendar invitation later today and more details (including web link and directions to presentation) will be shared as we get closer to the date.

In the interim, please reach out to me with questions or if you would like to see anyone else invited to join in this conversation.

Thank you for all of your support thus far and I am very excited to take this to the next step.

Best,

Ryan

From:	John Kotarski
To:	Schopieray, Christine
Cc:	Allison Buck; David Esau
Subject:	Fwd: FW: Artspace Intro Call
Date:	Thursday, March 8, 2018 4:26:51 PM

FYI....
---------- Forwarded message ----------
From: "Deb Polich" <deb.polich@a3arts.org>
Date: Mar 8, 2018 4:19 PM
Subject: FW: Artspace Intro Call
To: "David Esau" <desau@cdiarchitects.com>
Cc: "John Kortarski" <kotarski@pobox.com>, <allisonlbuck13@gmail.com>

> David, John & Allison
>
> A conversation with John Kotarski today about the Bloomberg opportunity brought up an inquiry I receive a couple of weeks ago from Ryan Tobias regarding 415 W. Washington. Yes, it seems it is back on the discussion table with some interest from the city. The Arts Alliance was probably one of the last groups Ryan contacted. He knew a bit but not much about your/the work done years ago on the site or the Creative Center report we released last summer. I forwarded all that I could to him . I was in Germany at the time so my access to files was a little limited. Under separate cover, I will copy you on that email.
>
> If indeed the mayor and city manager have already committed or suggested they would find $25,000 in funds to do a feasibility study on 415 W. Washington, perhaps it might be well-suited to the Bloomberg project – especially if it's going to be a live work space. Yes, Bloomberg is for temporary installations but some clever entity/person could figure out how to mash the public art and design opportunity with the case for affordable housing for artists case/repurposing a brownfield community eyesore a block away from downtown. I understand the Bloomberg project has to have some economic impact. Using public art to build a case/campaign for 415, especially if the city is already considering, might push all the right buttons. Or, then again, maybe not!
>
> Anyway – just spinning out here and thinking that bringing two efforts together might be a wise approach.
>
> Trying to connect the dots,
>
> Deb

From: Deb Polich [mailto:deb.polich@a3arts.org]
Sent: Thursday, March 08, 2018 1:24 PM
To: John Kortarski <kotarski@pobox.com>

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Best,

Ryan

From:	Bob Miller
To:	Schopieray, Christine
Subject:	Bloomberg Art Challenge - MOBILE A2 ART
Date:	Thursday, March 8, 2018 7:43:04 PM
Attachments:	MOBILE A2 ART.pdf

Please see attached pdf with my proposal for the Bloomberg Art Challenge.

bob miller
[redacted]

Bloomberg Public Art Challenge
Ann Arbor, MI

Bob Miller [redacted] Ann Arbor MI 48103
e-mail – [redacted] Tel. [redacted]

MOBILE A2 ART

• The premise is for city vehicles to be wrapped with vinyl like the “Power Art” project, which wrapped city street light power boxes with artwork.

• MOBILE A2 ART would focus on vinyl wrapping garbage trucks, recycle trucks, park maintenance vehicles, snow plows, building department vehicles, and any other appropriate city vehicles.

• The artwork could be chosen from a pool of existing and constantly updated artists who would submit artwork that would fit the criteria of the request. For example an educational recycle theme, a winter theme, a compost theme, a gardening theme or a educational garbage theme.

• Artists would be compensated with a predetermined amount for the chosen artwork.

• This project would bring public art, and awareness of the artists message to all corners of the City of Ann Arbor that city vehicles travel. Making MOBILE A2 ART a truly omnipresent project within the city of Ann Arbor.

From: Schopieray, Christine
To: Taylor, Christopher (Mayor); Christopher Taylor; Lazarus, Howard; Harrison, Venita
Subject: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Friday, March 9, 2018 8:14:02 AM
Attachments: MOBILE A2 ART.pdf

Good morning to all,
Please see the attached proposal for the Bloomberg Public Art Challenge.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Bob Miller [mailto:[redacted]
Sent: Thursday, March 08, 2018 7:43 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Challenge - MOBILE A2 ART

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bob miller
[redacted]

Bloomberg Public Art Challenge
Ann Arbor, MI

Bob Miller [redacted] Ann Arbor MI 48103
e-mail – [redacted] Tel. [redacted]

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From:	Schopieray, Christine
To:	Chamberlin, Marsha
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 8:58:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Philanthropies

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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Mailing Address

City Hall Street Address

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Month and year current term ends (mm/yy)

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To:	desau@cdarchitects.com
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 9:02:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	desau@cdiarchitects.com
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 9:03:00 AM
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To:	jennifer@creativemany.org
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 9:06:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	dfarrell@dfdgonline.com
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Bloomberg
Philanthropies

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PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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To:	info@thedabi.com
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 9:08:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	stephanie@adaptivealt.com
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 9:11:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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To:	merrill@redbarnrealty.co
Subject:	Bloomberg Public Art Challenge
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(250 words maximum)

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From:	Schopieray, Christine
To:	office@lotusgardenscapes.com
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 9:24:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg Challenge Factsheet

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Bloomberg
Philanthropies

February 15, 2018

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City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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(50 words maximum)

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From:	Schopieray, Christine
To:	info@michigantheater.com
Subject:	FW: Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 9:26:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Thursday, March 08, 2018 4:08 PM
To: CTN <CTN@a2gov.org>
Subject: Bloomberg Public Art Challenge

Dear Arts Organization,

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Bloomberg
Philanthropies

February 15, 2018

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Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

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(300 words maximum)

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From:	Schopieray, Christine
To:	tina@rapport.tw
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 10:27:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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PEH:jr

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From:	Schopieray, Christine
To:	info@tsrosenbaumart.com
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 10:28:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Proposed Project Date Open to the Public

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From:	Schopieray, Christine
To:	karen@scrapbox.org
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 10:29:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Bloomberg
Philanthropies

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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To:	sdkocharch@charter.net
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 10:29:00 AM
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PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	bill@tobinslakesales.com
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 10:40:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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From:	Schopieray, Christine
To:	wildswan@wildswantheater.org
Subject:	Bloomberg Public Art Challenge
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I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

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State
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Middle Initial

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Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

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First Name

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(300 words maximum)

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(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
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(200 words maximum)

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(300 words maximum)

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(250 words maximum)

Name the partner(s) you plan to work with on this assessment.
Please list each entity on a separate line. (150 words maximum)

From:	Schopieray, Christine
To:	Kosteva, Jim
Subject:	Bloomberg Public Art Challenge
Date:	Friday, March 9, 2018 10:50:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Dear Arts Organization,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

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3. Explanation of the goals of this project.
4. Potential difference it will make for Ann Arbor.

March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn more about winning strategies.

This opportunity will require creativity and organization, and although the bulk of the application will of course need to be devised by the proposing artist, we in City Hall stand ready to help. Christine Schopieray, my Administrative Assistant, (CSchopieray@a2gov.org or 734-794-6161 ext. 41602) will direct you to the right person on staff to answer any questions you might have.

I look forward to your ideas.

Sincerely,
Mayor Christopher Taylor

Bloomberg Challenge Factsheet

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Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

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Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

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Chief Executive Officer

PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	adracie@msn.com
Subject:	FW: Bloomberg Public Art Challenge
Date:	Wednesday, March 14, 2018 9:28:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

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Dear Artist,

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Philanthropies

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PEH:jr

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2018 Public Art Challenge - Phase One Application

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From:	Schopieray, Christine
To:	Christopher Taylor; Taylor, Christopher (Mayor); Harrison, Venita; Lazarus, Howard
Subject:	FW: Bloomberg Challenge Proposal
Date:	Thursday, March 15, 2018 2:14:43 PM
Attachments:	Rag Tag Theater Bloomberg Proposal.pdf

Good afternoon to all,
Please review the attached proposal for the Bloomberg Public Art Challenge. Additional information is in the email below.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mark Tucker [mailto:[redacted]
Sent: Thursday, March 15, 2018 2:01 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Challenge Proposal

Dear Challenge Proposal Committee,

I have attached a proposal for the Bloomberg Challenge called "Rag Tag Theater".

This is a "shovel-ready" idea that has been developed on a small-scale and was presented two years ago at the Detroit Design Festival as a pop-up kids' theater in downtown Detroit. Since then we've been looking for funding to design and build a mobile version of this pop-up theater where we would transform an urban ice cream truck into a traveling stage and laboratory for kids to create their own plays based on kids' scripts that focus on local civic challenges addressed through the play-making process.

Key collaborators would primarily be the kids in neighborhoods we visit who would be guided by college students hired from EMU/UM/Washtenaw Community Colleges who delight in working with youngsters, and who have a keen interest in using theater as a tool for self-expression and problem solving/addressing.

This project would primarily focus on, and impact, neglected neighborhoods in the Washtenaw County region.

The potential to make a difference in the lives of kids in neighborhoods where they historically do not have access to unique playmaking and creative arts opportunities, and/or have restrictive transportation options, is what makes this project attractive. Also, engaging college students to facilitate the logistics and operations of the Rag Tag Theater concept, thereby employing the gifts and skills of these students on a local level, may lead to more long-term civic engagements, connections, ideas, and creative entrepreneurships as more students choose to remain in the area to pursue their careers.

My role as Art Director and Lecturer at the University of Michigan allows me to work on the Rag Tag Theater concept pedagogically and logistically while we develop existing and future partnerships that would help to bring this project to life.

Please don't hesitate to contact me if you would like any more information regarding this idea.

--
Mark

RAG TAG THEATER

A POP-UP, MAKE-IT-YOURSELF, MOBILE THEATER FOR KIDS!

Imagine: An ordinary-seeming ice cream truck drives down your street, playing a music-box tune, when suddenly it comes to a halt, its doors swing open, and a velvet curtain slowly rises to reveal a *tiny make-shift theater* complete with everything a young thespian would need to put on their own theatrical performance. **Check out this promotional video: https://www.youtube.com/watch?v=0_5qkGuyr_0**

Rag Tag Theater offers a free, welcoming stage for kids to explore themselves and each other in the comfort of their own neighborhoods. Through guided theater exploration kids develop the ability to communicate, create, compromise, and collaborate, fostering creative playmaking and giving voice to their imaginations. Creative writing and reading enhancement is built into the script writing playshops focused on community issues that affect kids and matter most.

The nature of a mobile theater lends itself to being completely accessible without needing a permanent space. *Rag Tag Theater*, in partnership with local community organizations, will travel to a different neighborhood every week throughout the summer creating potential for widespread and positive impact on a large number of youth and community members in neighborhoods currently untouched by the arts.

Mister
Softee
CONES SHAKES · SUNDAES

As Washtenaw County positions itself to be a successful part of the creative economy, providing access to creative opportunities for all youth is vital to the future success of the region. Until area schools can successfully fund robust arts programming for all kids to fully develop their creative potential, *Rag Tag Theater* strives to provide a mobile bridge for kids to discover and explore the power of their imaginations through the dynamic art of play making.

Jessie Hernandez, Founder of Southwest Detroit's Iluminado and Community Education Class Coordinator at Gleaners Community Food Bank, and Mark Tucker, Founder of FestiFools/FoolMoon and Art Director at the University of Michigan, have a passion for designing effective ways to empower healthier neighborhoods through the process of community art making. By inviting people to join their creative projects via the making of unique theatrical spectacles, they've facilitated innovative workshops that stimulate dialogue and encourage relationship building. These events are now annually sustained through ongoing collaborations with a diversity of neighborhoods, businesses, schools, and community centers.

For more information, please contact: [redacted]

From: Patti Smith
To: Schopieray, Christine
Subject: Proposal for Bloomberg Philanthropies Public Art Challenge
Date: Wednesday, March 21, 2018 9:00:48 PM

Hello! Please find my proposal below. If you have any questions, let me know!

Thanks so much!
Patti Smith :)

Title of the project: WORDS ON WALLS

Ann Arbor is a literary city. With ten independent bookstores, a history of literary figures in town (e.g. Frost, Miller), and a world class library system, there can be no doubt that Ann Arbor loves its words. While we currently have a robust selection of visual art pieces around town, most do not include text. It's time to change that.
Words on Walls would see short stories and poems by local writers painted on public and private spaces. The name does not mean that the writings would be limited to walls. These could take the form of temporary chalk stories in crosswalks (Chalk in the Cross), stories written on the stairs of parking garages (Stories on Steps) or permanent writings on the windows of area businesses (Words on Windows).
The possibility for collaboration is only limited by our imaginations. For the first iteration, local writers would submit short stories or poems that would be painted by local visual artists. Students at both the K-12 and college level could submit entries that could be judged by any of our local art centers.
The ultimate goal is to expand the idea of what public art means. Traditionally public art has been comprised of paintings, murals, and sculptures. While these are valuable and important, it is time to fill some of the empty spaces in our lovely town with words.
Writing as public art is rarely seen in the United States. Ann Arbor could be a leader in this field and inspire other cities to invest in its writers and poets. We would attract national attention not only for our commitment to public art but also for our local talent. We have the chance to be ahead of the curve on this and I would love to see us take on this project!

From: Schopieray, Christine
To: Christopher Taylor; Christopher Taylor; Lazarus, Howard; Harrison, Venita
Subject: FW: Proposal for Bloomberg Philanthropies Public Art Challenge
Date: Thursday, March 22, 2018 9:08:00 AM

Good morning to all,
Please see below for a new submission to the Bloomberg Public Art Challenge.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

-----Original Message-----
From: Patti Smith [mailto:[redacted]
Sent: Wednesday, March 21, 2018 9:01 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Proposal for Bloomberg Philanthropies Public Art Challenge

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From:	John Kotarski
To:	Schopieray, Christine; Lazarus, Howard; Harrison, Venita; Taylor, Christopher (Mayor)
Cc:	Allison Buck; David Esau
Subject:	Bloomberg Challenge
Date:	Sunday, March 25, 2018 10:31:25 PM

Hi all,

Just want to connect you with Allison Buck, vice chair of the art commission, who has agreed to participate on the review committee.

Allison's day job is marketing director for the Guild of Artists and Artisans. Please bring her up to speed on how she can help so that she might schedule her time among her other commitments.

I leave it to all of you to connect as necessary.

Best,
John

From:	Stephen Lange Ranzini
To:	Schopieray, Christine
Cc:	Kotarski, John; Allison Buck
Subject:	[Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Date:	Monday, March 26, 2018 12:21:06 AM
Attachments:	NMF Bloomberg Art Challenge Letter-1.pdf Phase One Application Bloomberg Art Challenge Ann Arbor Art Rotating Art Gallery Project.pdf Prototype Samples & Screenshots vFinal.pdf A3 Project Planning Document vFinal.pdf A3 User Requirement Doc vFinal.pdf Ann Arbor Art Rotating Art Gallery Two Year Budget.xls Downtown Ann Arbor Map.pdf
Importance:	High

Hi Christine!
Please find attached the Ann Arbor Rotating Art Gallery Project's Grant Application for the Bloomberg Art Challenge.
Please confirm receipt.
Thanks!

Stephen Lange Ranzini

President & CEO, Northern Michigan Foundation

President & CEO, University Bank* & University Bancorp**

Ann Arbor, MI USA

☎(+1)(734) 741-5858 xt 9226 [desk]

(+1)(734) 741-5859 [fax]

ranzini@university-bank.com [email]

* Founded in 1890, University Bank® is the 15th oldest bank headquartered in Michigan. We are proud to have been selected as the "Community Bankers of the Year" by both American Banker magazine and the American Bankers Association and as the second fastest growing business of any type in the Greater Detroit Region by Crain's Detroit Business. As of 12/31/2017, University Bank was managing over $20.8 billion in financial assets for over 120,000 customers and our 401 employees make us the 5th largest bank based in Michigan.

** University Bank is a Member FDIC and an Equal Housing Lender. University Bank is a wholly-owned subsidiary of University Bancorp, which is listed on the OTCQB stock market under symbol UNIB. We are proud to be noted by American Banker newspaper as the top performing publicly traded bank in the entire United States in 2016 & 2015, based on our return on average equity of 25.25% and 25.21%, respectively. We were also the second highest performing publicly traded community bank in the U.S. based on our 18.75% annual average Return on Equity over the period 2012 to 2014, according to American Banker newspaper. University Bank's five year average Return on Equity is 18.8% and our Return on Equity over the trailing twelve months to 9/30/2017 was 25.3%. For the past 5 years University Bank's annual revenue grew an average of 33.0% and our revenue growth in the first nine months of 2017 was 29.1%.

The American Bankers Association, through its Corporation for American Banking subsidiary, has endorsed University Bank's subsidiary, Midwest Loan Services Inc., to provide residential mortgage subservicing services to member banks and their borrowers nationwide. Midwest is known for friendly, responsive service and industry-leading technology that help lenders retain customers, reduce costs and ensure regulatory and operational compliance. Midwest's

mortgage customers have 14x fewer complaints than the industry average according to the Consumer Financial Protection Bureau’s complaint database.

NoNPPI

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NORTHERN MICHIGAN FOUNDATION
2015 Washtenaw Avenue, Ann Arbor, MI 48104 (734) 741-5858 xt 9226

March 26, 2018

Ms. Christine Schopieray
Executive Assistant to Mayor Christopher Taylor
City of Ann Arbor
Larcom City Hall, Third Floor
301 E. Huron Street
Ann Arbor, MI 48104

Dear Christine:

Please find attached the application of the Ann Arbor Art Rotating Art Gallery for the Bloomberg Philanthropies Public Art Challenge. The Ann Arbor Art or A^3 Project is an innovative and exciting Project that would take the Art Fair from being a once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall for a long weekend, to a year-round event integrated into the daily life of the entire city.

The A^3 Project would showcase the work of the best local artists and by providing them with a platform to engage and sell their art to the public, would infuse more money directly into the hands of local artists so that talented artists can earn a living wage year-round, making our community able to be more inclusive.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

The A^3 Project is already in process of implementation. Winning the Bloomberg Philanthropies Public Art Challenge would dramatically accelerate the implementation of the entire project and all of its proposed functionality.

A^3 Project owns the domain name www.AnnArborArt.org and will market the A^3 Project under the tagline "A^3, Taking Art to a Higher Power!"

If successful, Northern Michigan Foundation would establish a new fund account to serve as the fiduciary for this project.

Sincerely,

Stephen Lange Ranzini
President & Chairman

Northern Michigan Foundation, a 501c3, Non-profit organization, administers:

- the Northern Michigan & Lake County, Michigan Rural Relending Economic Development Funds, programs supported by the U.S. Department of Agriculture;
- the Kids B'Cause™ Fund, which supports non-profits in Washtenaw County that support disadvantaged children, and
- the Joseph Louis Ranzini Charitable Trust Fund, which supports random acts of charitable kindness.

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
City of Ann Arbor, Michigan

Mailing Address

City Hall Street Address
Larcom City Hall, Third Floor
301 E. Huron Street

City
Ann Arbor

State
MI

Zip Code
48104

Population
119,000

Website
www.a2gov.org

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title
Mayor

Prefix
Mr.

First Name
Christopher

Middle Initial

Last Name
Taylor

Email
ctaylor@a2gov.org

Phone
734.794.6165

Month and year current term ends (mm/yy)
11/18

Eligible for another term
Please enter "Yes" or "No"
Yes

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title
Assistant to the Mayor

Prefix
Ms.

First Name
Christine

Middle Initial

Last Name
Schopieray

Email
cschopieray@a2gov.org

Phone
734.794.6161, ext. 41602

Application Details

4. Project Information

Proposed Project Title

Ann Arbor Art Rotating Art Gallery

Proposed Project Description

(300 words maximum)

We propose the creation in Ann Arbor of a rotating public art gallery displaying the work of local artists. The artists would be selected via juried competitions open to all local artists with the nine winners each getting a four month show, so three artists would display their works simultaneously at all times. The art would include sculpture outdoors and other arts indoor. The art would include sculpture outdoors and other arts indoor.

It is a core value of Ann Arbor that we honor and support our artists. Ann Arbor is most famous for its annual Art Fair, the first and biggest street art fair in the United States, which has over 500,000 visitors annually. Our goal is to take the Art Fair from being a long weekend (Thursday through Sunday) once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall, to a year-round event integrated into the daily life of the entire city. One key goal is to increase exposure of local artists displaying at the Ann Arbor Art Fair and increasing their ability to make a living wage year-round from selling their art to the public.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

Civic issue being addressed

(50 words maximum)

1. There is little opportunity now to showcase the work of the best area artists outside of the annual art fair.
2. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

Proposed Project Date Open to the Public

October 31, 2018

Proposed Project End Date

We believe that the Rotating Art Gallery could be self-sustaining since it would earn commissions from the auction of the art work, so our goal is for the project to continue indefinitely into the future. If our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

Total Project Costs

$1,385,000

Total Committed Funds, if any, as of March 2018

Enter $0 if no funds have been committed

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

$1,000,000

5. Project Location(s)

Please select the city(s) that will benefit from this project.

Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

Ann Arbor, MI

As noted above, if our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

The units of government with facilities in downtown Ann Arbor and businesses that are in the downtown development authority area will be solicited to participate in the Rotating Art Gallery Project. See appended list of the names of these businesses and their street address.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

The Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be responsible for creating the

curated content and information displayed in the website and app and coordinating the installation, retrieval, sale and delivery of the artwork displayed, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

The Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be responsible for updating and maintaining the website, app and database underlying the website and app, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

1. Stephen Lange Ranzini, President, CEO & Treasurer, Northern Michigan Foundation (an IRS approved 501(c)3), the fund fiduciary of the project. Mr. Ranzini's full-time job is serving as the President & CEO of University Bank, a bank based in Ann Arbor that manages over $20.8 billion for over 120,000 customers.
2. Freedman & Goldberg, CPAs, who perform accounting and tax related work for Northern Michigan Foundation.
3. Jeff Ringenberg, U-M Professor of Computer Science and Engineering.
4. Diego Rojas Salvador, U-M Computer Science Team Leader.
5. John Callahan, Kalyn Dai, Laura Huang and Laura Vicinanza, U-M Computer Science Team Members.
6. Ann Arbor Art Center, which has agreed in principle to support the project by providing space for the delivery, retrieval and shipping of the art.
7. Chris M. Nielsen, Esq., who has agreed to donate legal services as described above.
8. Matruka Sherman, John Kotarski, Douglas White, Mike Henry and Linda Peck, who have agreed in principle to assist with operation of the installation, retrieval and delivery of the art.
9. Lindsey Hutchins, who has agreed to donate graphic design services as described above.
10. Galileo Processing, which will provide merchant acquiring services to settle art sales for the winning bidders via credit and debit card.

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

Ann Arbor Art Commission, John Kotarski, Chairman
Ann Arbor Art Center, Marie Klopf, President & CEO
Ann Arbor Mayor's Office, Christopher Taylor, Mayor
City of Ann Arbor, Howard Lazarus, City Administrator
*Ann Arbor News, Paula Gardner, Business Reporter
*Ann Arbor Observer, John Hilton, Editor-in-Chief & Patricia Garcia, Publisher
*Google AdWords, Charles Scrase, Google Technical Services & Ann Arbor Site Lead
*University of Michigan, Jim Kosteva, Director of Community Relations
*Washtenaw County, Gregory Dill, County Administrator
*Main Street Area Association (Merchants Association), Maura Thomson, Executive Director
*Kerrytown District (Merchants Association), Karen Farmer, Executive Director
*State Street District (Merchants Association) & Ann Arbor State Street Art Fair, Frances Todoro-Hargreaves, Executive Director
*Ann Arbor Street Art Fair, The Original, Maureen Riley, Executive Director
*The Guild of Artists & Artisans, which manages the Ann Arbor Summer Art Fair, Karen Delhey, Executive Director
*South University Area Association, which manages the Ann Arbor Summer Art Fair, Maggie Ladd, Executive Director

*The role of these organizations has not yet been confirmed, however informal discussion has begun with many of

them. Our plan is to demonstrate the app and website to them once Phase 1 is complete (scheduled for late April) and then obtain their formal commitment to the Project at that time. The businesses in the downtown area of Ann Arbor will be solicited via the three merchant associations listed.

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

1. Northern Michigan Foundation, an IRS approved 501(c)3, will serve as the fund fiduciary of the project. During the implementation phase of the project, Stephen Lange Ranzini, its President & CEO will manage and coordinate the project. His role will be transitioned over time to the Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

2. Diego Rojas Salvador, is serving as the Team Leader for the computer science work to build out and deploy the website and app. His role will be transitioned over time to the Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

Because the fiduciary of the project will be an independent IRS approved 501(c)3, and the role of the city will be limited to a few tasks described below, it will be insulated from any political or executive changes that might occur.

The City of Ann Arbor is managed under a City Manager style government. The City Administrator, Howard Lazarus, or his replacement, if he is replaced by city council, will coordinate day to day activity via his staff for any aspect of the project involving the city of Ann Arbor or its professional staff.

The Mayor of Ann Arbor serves in a role akin to Chairman of the Board of City Council.

The City's role will be limited to:
1. The Ann Arbor Art Commission will provide input into the RFP process for selecting the Artistic Director and the Curator / Webmaster of the Project.
2. The city will provide locations for the display of artwork in city owned buildings and in city parks. Ann Arbor contains 157 municipal parks ranging from small neighborhood green spots to large recreation areas and ultimately each will be a candidate for outside display of art from the Rotating Art Gallery Project.

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?

Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

The Ann Arbor Art Rotating Art Gallery plans to launch a GoFundMe campaign and has discussed securing

grants from the Ann Arbor Area Community Foundation, the Ann Arbor Downtown Development Authority and University Bank, however no firm commitments have yet been received. Each business that opts in to participate by providing gallery space will be asked to donate a portion of the hardware cost for installing gallery quality wall hanging systems in their business. These costs have not yet been specifically determined, but should only be a few hundred dollars per business.

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.

(200 words maximum)

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

(200 words maximum)

We have created a detailed budget (see below).

Retail businesses usually take 2 years to reach full market penetration. We believe that the Ann Arbor Rotating Art Gallery should break-even prior to the end of the second year, therefore to budget conservatively, we have assumed two years of expenses are required to be available to assure the success of the Project. Any excess funds could be spent on additional paid advertising in the local market, further improvement of the technology or in building a permanent endowment for the Project.

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**

Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.

(200 words maximum)

We have three target markets:
1. the local artists who would participate in the juried competitions;
2. the local businesses and units of government that would participate in displaying the art;
3. the local community who would enjoy the art, use the app and website and bid and buy art they love.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

(300 words maximum)

1. We will reach out to local artists via direct mail and email from the four Ann Arbor art guilds that participate in the Annual Street Art Fair, via their Executive Directors, listed above.
2. We will reach out to the local businesses located in the downtown development authority area of Ann Arbor via direct mail and email, and via the three merchant associations and their Executive Directors, listed above.
3. We will market the app and website to the public via press releases, article placements and ads (both in

print and online) in the two local newspapers noted above, via GoogleAd words ads as noted above, and via the information on the tags of the artwork which will be distributed throughout the downtown Ann Arbor area.

In later phases of the project, the artwork will be distributed throughout the Ann Arbor area including the many city parks and businesses outside of the downtown area. Each piece of artwork will have a tag that contains the artwork's ID, a 2-D Barcode that automatically takes the user's browser to the information on that piece and artist, and the web address of the Ann Arbor Art Rotating Art Gallery website.

The functionality of the website and app enables searches that allows users to find additional art by the same artist, or by similar style or media. Results are expressed in Google Maps and can also be searched by what art is nearby me and the results provide the name of the art and artist and how far away it is. Clicking through gives walking directions to that art.

We own the domain name www.AnnArborArt.org and will market the Project under the tagline "A^3, Taking Art to a Higher Power!"

How do you plan to engage communities impacted by this project during its planning, development and implementation?

(300 words maximum)

We are already engaged with the City of Ann Arbor and its art community via the Ann Arbor Art Commission and the Ann Arbor Mayor's Office. We provided a public presentation of the project to the Ann Arbor Art Commission on March 7 2018, which was well received by the Commissioners and the members of the public and project team who were present.

We plan to gain continuous feedback on the design and functionality of the app and website and business plan from local artists, local business owners, merchant associations, art guilds and the various local units of government including the University of Michigan, during the design and build and implementation phases of the project.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Please list each entity on a separate line. (200 words maximum)

Ann Arbor Art Commission
Ann Arbor Art Center
Ann Arbor Mayor's Office
Ann Arbor City Administrator
Ann Arbor News
Ann Arbor Observer
Google (which has a major regional headquarters in Ann Arbor and gives up to $10,000 in free Google advertising per year to area non-profits)

In the second phase of the project we will catalogue and curate all the existing art and notable architecture in Ann Arbor. Potential partners in this endeavor include the University of Michigan, local units of Government and area Businesses.
Ann Arbor has many locations where some quality art exists however it is difficult to find and few people know where these gems are. For example, while the University of Michigan Art Museum is well known, the University of Michigan has an extensive art collection sprinkled throughout its campus. Many private businesses also have purchased works of art over the years at the Ann Arbor Art Fair, which they display.

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

Our goal is to take the Art Fair from being a long weekend once a year event to a year-round event integrated into the daily life of the entire city. Another key goal is to increase exposure of local artists and increasing their ability to make a living wage year-round from selling their art to the public.

Other than the Art Fair juried competition which is open to artists from around the world, Ann Arbor (A^2) has no established prize competition for local artists to compete in and boost their resume. Winning the A^3 prize and having a four month-long show puts them in a better position to win commissions and obtain better recognition for their work.

Because the A^3 app is free, there is no need by the public to spend money to access more art and be able to appreciate it. One of our key goals is make more art more accessible and foster the development of the local art scene. Due to high and rapidly rising prices of homes in A^2, many artists especially young artists who do not yet own their own home, are being forced to move out of A^2 to lower cost communities. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

If our app is successfully deployed here, it will be easy to enable other cities to adopt their own customized version. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

How will you assess the impact of this project?

(250 words maximum)

The Ann Arbor Art Rotating Art Gallery's database can provide dashboard reporting covering the number of page views, the number of apps downloaded, app usage data, the number of art IDs queried from the app or website, the number of bids entered on the art being shown in the juried competitions,), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale), and other key statistics that will help indicate the impact of the Project.

The City of Ann Arbor does an annual survey of its citizens about a wide range of issues, including perception of the local art scene. We will see if the Project has a material impact if the positive perception of the citizens increases.

If the Ann Arbor Art Rotating Art Gallery is able to break-even or even produce a positive annual fund balance increase, it will indicate that the Project is producing a positive economic social good.

If the software app and database are licensed and implemented by other cities, this will indicate that the Project concept can be successful in other locations around the World.

Name the partner(s) you plan to work with on this assessment.

Please list each entity on a separate line. (150 words maximum)

1. Ann Arbor Art Rotating Art Gallery Management Team
2. Ann Arbor Art Commission
3. City of Ann Arbor Mayor's Office and City Administrator

List of Businesses in the Ann Arbor Downtown Development Authority Area:

ANTIQUES AND COLLECTIBLES

ANTELOPE ANTIQUES & COINS
225 E. Liberty

ARCADIAN
11-13 Nickels Arcade

KALEIDOSCOPE BOOKS
200 N. Fourth

TREASURE MART
529 Detroit

ANN ARBOR MAGIC AND SPORTS MEMORABILIA
255 E. Liberty

APPAREL / FOOTWEAR

AMERICAN APPAREL
613 E. Liberty

AYLA
323 S. Main

BIVOUAC
336 S. State

COLLECTED WORKS
303 Detroit

ELMO'S T-SHIRTS
404 E. Liberty

FJALLRAVEN
213 S. Main

FOURTH AVENUE BIRKENSTOCK
209 N. Fourth

FOOTPRINTS
217 S. Main

THE GETUP VINTAGE
215 S. State

KERRYTOWN MARKET & SHOPS
407 N. Fifth Avenue

M-DEN
315 S. Main
304 S. State

MOES SPORTS SHOP
711 N. University

MOOSEJAW
327 S. Main

MOTIVATION
1203 S. University

ORCHID LANE
419 E. Liberty

PERPETUA BOUTIQUE
209 S. Fourth

PITAYA
315 S. State

RENAISSANCE
306 S Main

RUNNING FIT
123 E. Liberty

SAM'S STORE
207 E. Liberty

TODAY CLOTHING
215 S. Fourth

ULRICH'S SPIRIT SHOP
1117 S. University

UNDERGROUND PRINTING
329 S. Main
1114 S. University

URBAN OUTFITTERS
231 S. State

VAHAN'S CLOTHING & TAILORING
315 E. Liberty

VAN BOVEN
326 S. State

VAN BOVEN SHOES
17 Nickels Arcade

VERBENA
309 S. State

BOOKS

ANN ARBOR DISTRICT LIBRARY
343 S. Fifth

AUNT AGATHA'S
213 S. Fourth

COMMON LANGUAGE BOOKSTORE
317 Braun Ct.

CRAZY WISDOM BOOKSTORE AND TEAROOM
114 S. Main

DAWN TREADER BOOKS
514 E. Liberty

LITERATI BOOKSTORE
124 E. Washington

MOTTE & BAILEY BOOKSELLERS
212 N. Fourth

ULRICHS BOOKSTORE
549 E. University

VAULT OF MIDNIGHT
219 S. Main

WEST SIDE BOOK SHOP
113 W. Liberty

CAR / BIKE RENTAL

ARBOR BIKE
Various locations throughout the downtown

ENTERPRISE RENT-A-CAR
438 W. Huron

MAVEN
Various locations throughout the downtown

ZIPCAR
Various locations throughout the downtown

COFFEE

CAFE VERDE
214 N. Fourth

ELIXIR VITAE
326 Maynard

ESPRESSO ROYALE CAFE
214 S. Main
324 S. State
1101 S. University

LAB COFFEE
505 E. Liberty

MIGHTY GOOD COFFEE
217 N. Main
1335 S. University

MOMO TEA
1213 S. University

ROOSROAST
117 E Liberty

STARBUCKS
300 S. Main
222 S. State
1214 S. University

SHINOLA
301 S. Main

SWEETWATERS COFFEE AND TEA
604 E. Liberty
123 W. Washington

TEA HAUS
204 N. Fourth

ENTERTAINMENT / MUSIC / DANCE

ANN ARBOR COMEDY SHOWCASE
212 S. Fourth

THE ARK
316 S. Main

THE BLIND PIG
208 S. First

C.A.S. BALLET THEATRE
548 Church

CAVERN CLUB AND CIRCUS BAR
210 S. First

DANCE THEATRE STUDIO
711 N. University

FRIENDS KARAOKE
621 Church

KERRYTOWN CONCERT HOUSE
415 N. Fourth

LIVE
102 S. First

MICHIGAN THEATER
603 E. Liberty

NECTO NIGHTCLUB
516 E. Liberty

PINBALL PETE'S
1214 S. University

STATE THEATER
233 S. State

SYLVIA'S STUDIO OF DANCE
525 E. Liberty

EYE GLASSES AND CONTACTS

BENNETT OPTOMETRY
117 S. Main

SEE
308 S. State

FITNESS

ANN ARBOR SCHOOL OF YOGA
420 W. Huron

ANN ARBOR YMCA
400 W. Washington

ASIAN MARTIAL ARTS STUDIO
208 S. Fourth

THE BARRE CODE
500 E. Washington

KEITH HAFNER'S KARATE
214 S. Main

SPARROW FITNESS
407 N. Fifth Avenue

VIE: FITNESS AND SPA
209 S. Ashley

FLOWERS

CHELSEA FLOWER SHOP
203 E. Liberty

LILY'S GARDEN
414 Detroit

TOM THOMPSON FLOWERS
504 S. Main

UNIVERSITY FLOWERS
7 Nickels Arcade, 326 S. State

GALLERIES AND MUSEUMS

ANN ARBOR ART CENTER
117 W. Liberty

ANN ARBOR HANDS-ON MUSEUM
220 E. Ann

KEMPF HOUSE CENTER FOR LOCAL HISTORY
312 S. Division

WASHTENAW COUNTY HISTORICAL SOCIETY
500 N. Main

STUDIO 16
326 S. State

WORK
306 S. State

WSG GALLERY
306 S. Main

GIFTS / SPECIALTY SHOPS

16 HANDS
407 N. Fifth Avenue

42 DEGREES
615½ E. William

ANN ARBOR MAGIC SHOP
255 E. Liberty

ANN ARBOR SPICE MERCHANTS
407 N. Fifth Avenue

THE BEAD GALLERY
311 E. Liberty

BED & BUTTER
333 S. Main

BONGZ & THONGZ
119 E. Liberty

CAMPUS BIKE SHOP
336 Maynard

CARAVAN GIFT SHOP
1-3 Nickels Arcade, 326 S. State

CAROL ROEDA STUDIO
319 S. Main

CATCHING FIREFLIES
419 Detroit

CHERRY REPUBLIC
223 S. Main

DOGMA CATMANTOO
208 N. Fourth

ENCORE RECORDS
417 E. Liberty

FOUND
407 N. Fifth Avenue

FUSTINI'S OILS & VINEGARS
407 N. Fifth Avenue

FOUR DIRECTIONS
211 S. Main

GAME ON
310 S. State

GET CURIOUS WITH SAFETYGIRL
119 E. Liberty

GROOVE YARD
320 S. State

HEAVENLY METAL
207 E. Ann

HIMALAYAN BAZAAR
218 S. Main

HOLLANDERS SPECIALTY PAPER
407 N. Fifth

LAUNCH BOARD SHOP
1200 S. University

LILY GRACE COSMETICS
306 S. Main

LUCKY MONKEY
308 S. Ashley

MUDPUDDLES TOY SHOP
407 N. Fifth Avenue

PEACEABLE KINGDOM
210 S. Main

PRINCESS DESIGNS JEWELRY & ROCK SHOP
407 N. Fifth Avenue

ROCK PAPER SCISSORS
216 S. Main

SHINOLA
301 S. Main

SPUN
407 N. Fifth Avenue

STAIRWAY TO HEAVEN
340 S. State

TEN THOUSAND VILLAGES
303 S. Main

TRANSITION RACK
217 S. Fourth

WIRELESS ZONE, VERIZON
212 S. Main

WAZOO RECORDS
336½ S. State

WILD SIDE SMOKE SHOP
209 E. Liberty

GROCERIES / SPECIALTY MARKETS

ARGUS FARM STOP
325 W. Liberty

BABO MARKET
403 E. Washington

BABO REAL FOOD FAST
12 Nickels Arcade, 326 S. State

BY THE POUND
615 S. Main

CHAMPION'S PARTY STORE
1227 S. University

CUPCAKE STATION
116 E. Liberty

DIAG PARTY STORE
340 S. State

DURHAM'S TRACKLEMENTS AND SMOKERY
407 N. Fifth Avenue

EVERYDAY WINES
407 N. Fifth Avenue

MONAHAN'S SEAFOOD MARKET
407 N. Fifth Avenue

PEOPLE'S FOOD COOPERATIVE
216 N. Fourth

REPLENISH
619 E University

7-ELEVEN
318 S State
1300 S. University

SCHAKOLAD CHOCOLATE FACTORY
110 E. Washington

SPARROW MEATS & PRODUCE
407 N. Fifth Avenue

HOME FURNISHINGS

DOWNTOWN HOME & GARDEN
210 S. Ashley

KING'S CHOSEN
317 S. Main

MIR'S ORIENTAL RUGS
331 S. Main

THREE CHAIRS
215 S. Ashley

LODGING

ANN ARBOR BED AND BREAKFAST
921 E. Huron

BELL TOWER HOTEL
300 S. Thayer

BELLANINA GUEST HOUSE
409 N. Fourth

EMBASSY HOTEL
200 E. Huron

GRADUATE HOTEL
615 E. Huron

RESIDENCE INN
120 W. Huron

JEWELRY

ABRACADABRA JEWELRY/GEM GALLERY
205 E. Liberty

CHRIS PETERSEN JEWELRY DESIGN
306 S. Main

SCHLANDERER & SONS
208 S. Main

URBAN JEWELERS
215 S. Main

PHARMACIES

CVS
209 S. State

WALGREENS
317 S. State

RESTAURANTS / BARS

AFTERNOON DELIGHT
251 E. Liberty

ALLEY BAR
112 W. Liberty

AMER'S
312-314 S. State
611 Church

\AUT\BAR
Braun Court

AMA BISTRO
215 S. State

AMADEUS CAFE
122 E. Washington

ANTHONY'S GOURMET PIZZA
621 S. Main

ARBOR BREWING CO.
114 E. Washington

THE ARENA
203 E. Washington

ARGERIOS ITALIAN RESTAURANT
300 Detroit

ASHLEY'S
338 S. State

ASIAN LEGEND
516 E. William

AVENTURA
216 Washington

AYAKA
1205 S. University

BABS' UNDERGROUND LOUNGE
213 S. Ashley

THE BACK ALLEY GOURMET
611 S. Main

BACK ROOM
605 Church

BACK2ROOTS BISTRO
108 S. Main

BANDITOS
216 S. Fourth

BAR LOUIE
401 E. Liberty

bd's MONGOLIAN GRILL
200 S. Main

BEER GROTTO
303 S. Ashley

BELLY DELI
1317 S. University

BEN & JERRY'S
304 S. State

BLACK PEARL
302 S. Main

BLANK SLATE CREAMERY
300 W. Liberty

BLIMPY BURGER
304 S. Ashley

THE BLUE LEPRECHAN
1220 S. University

BLUE NILE
221 E. Washington

BLUE TRACTOR
207 E. Washington

BROKEN EGG
221 N. Main

BROWN JUG
1204 S. University

BRUEGGER'S BAGELS
709 N. University

BTB CANTINA
1140 S. University

BUBBLE ISLAND
1220 S. University

BUFFALO WILD WINGS
205 S. State

BURGERFI
1235 S. University

CAFÉ FELIX
204 S. Main

CAFÉ ZOLA
112 W. Washington

CHINA GATE
1201 S University

CHIPOTLE MEXICAN GRILL
235 S. State

CHOP HOUSE/LA DOLCE VITA
322 S. Main

CLOVERLEAF RESTAURANT
201 E. Liberty

CONOR O'NEILL'S IRISH PUB
318 S. Main

COTTAGE INN
512 E. William

THE EARLE
121 W. Washington

EARTHEN JAR
311 S. Fifth

EASTERN FLAME
304 S. Ashley

ELEVATION BURGER
529 E. Liberty

EVE THE RESTAURANT
300 S. Thayer

FLEETWOOD DINER
300 S. Ashley

FRANK'S RESTAURANT
334 Maynard

FRITA BATIDOS
117 W. Washington

GOOD TIME CHARLEY'S
1140 S. University

GRANGE KITCHEN & BAR
118 W. Liberty

GRATZI
326 S. Main

GRIZZLY PEAK BREWING CO.
120 W. Washington

HAPPY TERIYAKI
314 Detroit

HEIDELBERG
215 N. Main

HOP CAT
311 Maynard

HUNTER HOUSE
609 E. William

ISALITA
341 E. Liberty

JAMAICAN JERK PIT
314 S. Thayer

JC RICH KOREAN RESTAURANT
1313 S. University

JIMMY JOHNS
324 S. State
1207 S. University

JERUSALEM GARDEN
314 E. Liberty

JOLLY PUMPKIN
311 S. Main

KANG'S KOREAN RESTAURANT
1327 S. University

KNIGHTS
600 E. Liberty

KOSMO
407 N. Fifth Avenue

THE LAST WORD
301 W. Huron

LE DOG
306 S. Main

LOGAN AN AMERICAN RESTAURANT
115 W. Washington

LUCKY KITCHEN
611 E. University

THE LUNCH ROOM
407 N. Fifth Avenue

MADRAS MASALA
328 Maynard

MAIZE N BLUE DELI
106 E. Liberty
1329 S. University

MANI OSTERIA
341 E. Liberty

MARK'S CARTS
210 S. Ashley

MARNEE THAI
414 S. Main

MASH BAR
211 E. Washington

MELANGE BISTRO
312 S. Main

MEZES GRILL
715 N. University

MEZZEVINO
120 E. Liberty

MIKI
106 S. First

NEOPAPALIS
500 E. William

NEW YORK PIZZA DEPOT
605 E. William

NOODLES
320 S. State

NO THAI
226 N. Fourth
1300 S. University, Suite 3

OASIS DELI
1104 S. University

OLD TOWN
122 W. Liberty

THE OLD GERMAN
120 W. Washington

PACIFIC RIM
114 W. Liberty

PALIO
347 S. Main

PANCHEROS
1208 S. University

PIEOLOGY PIZZERIA
620 E. Liberty

PITA KABOB GRILL
619 E. William

THE PITA PIT
615 E. University

PIZZA HOUSE
618 Church

PIZZA PINO
221 W. Liberty

POTBELLY SANDWICH WORKS
300 S. State

PRETZEL BELL
226 S. Main

PRICKLY PEAR CAFÉ
328 S. Main

RATHSKELLER
215 N. Main

RAVENS CLUB
207 S. Main

RAY'S RED HOTS
629 E. University

REAL SEAFOOD CO.
341 S. Main

RED HAWK BAR & GRILL
316 S. State

REVIVE
619 E. University

RICK'S AMERICAN CAFÉ
611 Church

RUTH'S CHRIS STEAKHOUSE
314 S. Fourth

SABOR LATINO
211 N. Main

SADAKO
1321 S. University

SAIGON GARDEN
1220 S. University

SALADS UP
611 E. Liberty

SAN FU
625 S. Main

SAVA'S
216 S. State

SILVIO'S ORGANIC PIZZA
715 N. University

SCOREKEEPERS
310 Maynard

SHALIMAR
307 S. Main

SLURPING TURTLE
608 E. Liberty

SOTTINI'S SUB SHOP
205 S. Fourth

SPARROW LUNCH COUNTER
407 N. Fifth Avenue

SPENCER
113 E. Liberty

THE STUDY HALL LOUNGE
1220 S. University

SUBWAY
1319 S. University
411 E. Washington

SUSHI.COME
715 N. University

SUVAI PALACE
400 S. Division

TASTE KITCHEN
521 E. Liberty

TIM HORTONS
1300 S. University

TIOS
401 E. Liberty

TK WU
510 E. Liberty

TOMUKUN NOODLE BAR AND RESTAURANT
505 E. Liberty

TOTORO
215 S. State

TROPICAL SMOOTHIE
607 E. Liberty

UNIVERSITY CAFÉ
621 Church

VINOLOGY
110 S. Main

WEST END GRILL
120 W. Liberty

WHICH WICH
301 E. Liberty

ZINGERMAN'S DELI
422 Detroit

ZINGERMAN'S NEXT DOOR
422 Detroit

SALONS/BARBERS/SPAS/MASSAGE

ANNEKE'S HAIR & COMPANY
221 S. Main

ARCADE BARBERS
6 Nickels Arcade, 326 S. State

BELLANINA DAY SPA
201 N. Fourth

CAMPUS BARBER AND BEAUTY
524 E. William

CHURCH STREET BARBERS
607 Church

DASCOLA BARBERS
304 ½ S. State

DA VINCI'S SALON
305 S. Main

DOUGLAS J AVEDA INSTITUTE
333 Maynard

DOUGLAS J SALON
500 E. Liberty

ENCORE STUDIO
407 N. Fifth Avenue

GRATEFUL DREADS
409 ½ N. Fourth

JESSICA'S SKIN & BODY APOTHECARY
301 N. Fifth

METAMORPHOSIS
255 E. Liberty, Suite 231

MICHAEL SUSANNE HAIR STUDIO
303 Detroit

NEW AGE SALON
347 Maynard

NOGGINZ
1214 S. University

ORBIT HAIR DESIGN
334½ S. State

POLISHED
1115 S. University

PURA VIDA COLOR STUDIO
207 S. Fourth

RELAX STATION
300 W. Huron

RUB
214 S. Main, Suite 201

SALON FRAXURE
338 S. Ashley

SALON VERTIGO
212 S. Fourth

SALON VOX
115 W. Liberty

SALON XL
208 E. Washington

TAYLOR & COLT
601 E. Liberty

THE WAX LOFT
1103 S. University

VICKI'S WASH & WEAR HAIRCUTS
207 E. Ann

WEEGEE HAIR SALON
514 E. William

OTHER SERVICES

ANN ARBOR SHOE REPAIR
619 S. Main

ANN ARBOR STATE BANK
125 W. William

BANK OF ANN ARBOR
125 S. Fifth

BOERSMA TRAVEL
12 Nickels Arcade, 326 S. State

COMERICA BANK
101 N. Main
314 E. Washington
777 N. University

DOLLAR BILL COPYING
611 Church

EUREKA CLEANERS
308 N Main
1305 S. University

FEDEX KINKO'S
505 E. Liberty

GOLD BOND CLEANERS
322 Maynard

HUNTINGTON BANK
616 E. Liberty

KEY BANK
100 S. Main

KOLOSSOS PRINTING
301 E. Liberty
1214 S. University

PARK SHOE REPAIR
120 N. Fourth

PNC
1100 S. University
407 N. Fifth Avenue (ATM)

SUN TAN CITY
627 S. Main

U OF M CREDIT UNION
333 E. William

US POST OFFICE
200 E. Liberty

US POST OFFICE
1214 S. University

VOGEL'S LOCK AND SAFE
113 W. Washington

Ann Arbor Art Prototype Sample

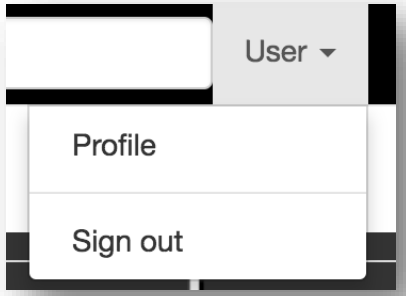
Navigation Bar – Not Signed In

Navigation Bar – Signed In

Summary – All of our pages will have a uniform navigation bar on the top for users to navigate to specific pages with ease. The logo *Ann Arbor Art* will redirect to our homepage. List, Map, and Artist tabs will link to the appropriate pages to display the list of art, map, and list of artists. The Search bar upon hitting enter will link to the page with artwork or artists that are related to keywords. We want our users to be able to search our website content from anywhere on the application.

The right side of our navigation will depend on if a user is signed in or not. If not signed in, a Google Sign In button will be present which will redirect the user to sign in with Google and then redirect to our homepage.

If the user is signed in, there will be a User dropdown menu that will link to the user's profile page and the Sign Out button. Any extra user functions we add will most likely be linked to this dropdown in the future.

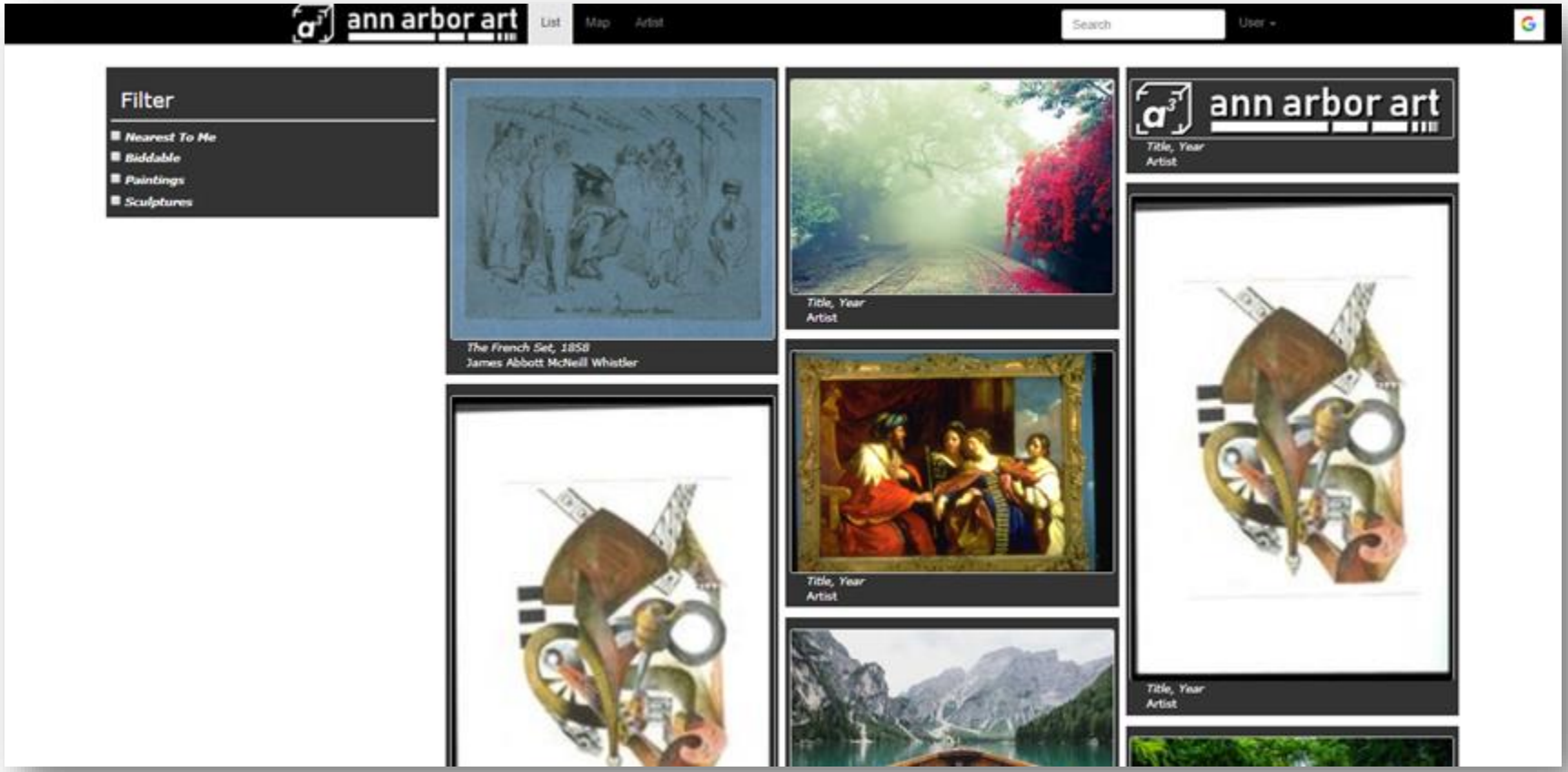


Scalability – Mobile Capability

Shrinking a web browser or displaying the application in any mobile device will adjust the navigation bar to access all functionality in a tidy view of a general dropdown as shown below. Pressing the dropdown will show us our original tabs.

Navigation Bar – Mobile Version

Ann Arbor Art Prototype Sample

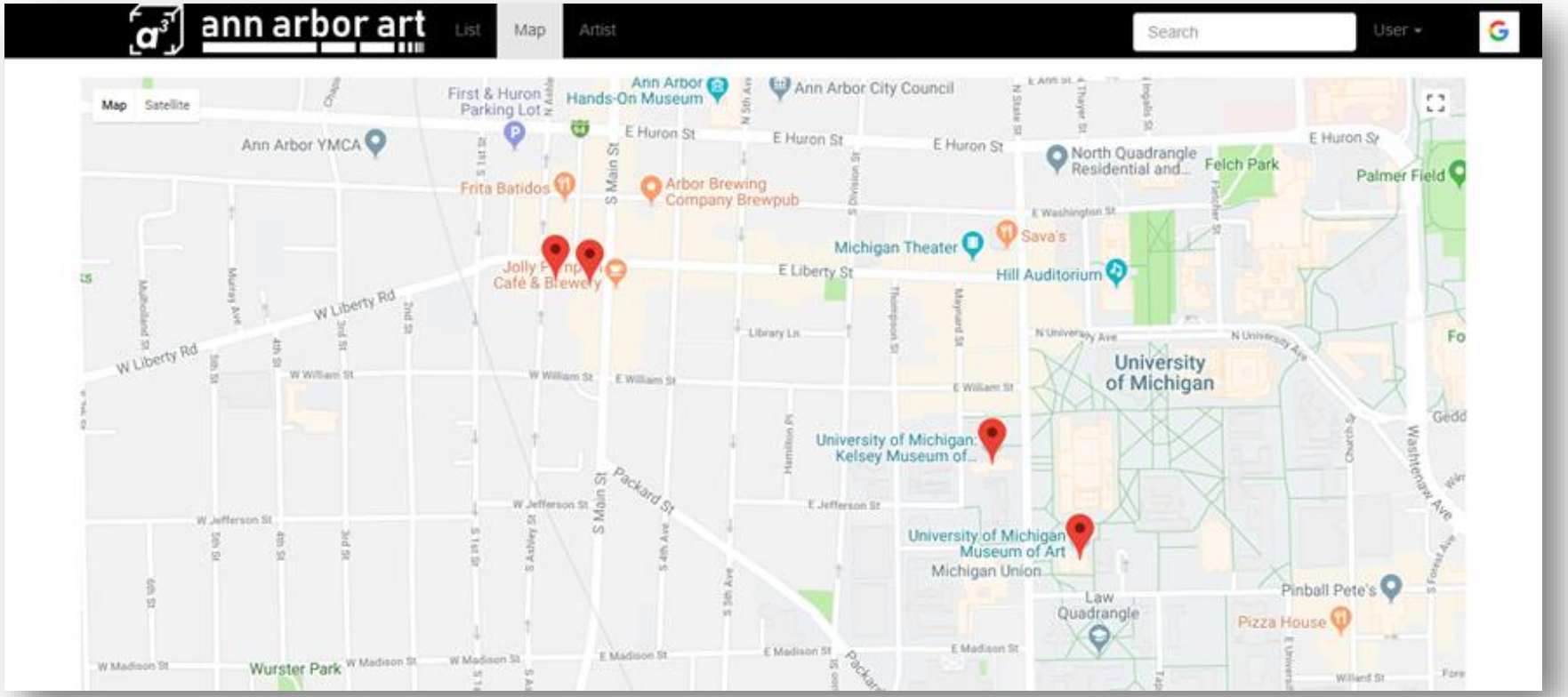


Website View of Ann Arbor Art Homepage – List View

The homepage for Ann Arbor Art was initially going to open up in the form of a map, much like Google Maps, but after creating a prototype of the application, we found the design much more appealing if we opened up with the nearby art view instead. Both user dropdown and sign in button are present in the screenshots above and on the following prototype sample images for reference but both will not be present at the same time during a user experience.

The filter on the left-hand side is present to sort certain types of artwork that a user may be interested in. Different types of artwork – e.g., painting, sculptures, will be added on at a later time if we find it necessary. Each artwork has a small thumbnail and a brief identification with the name of the piece, name of author, and the year created. Clicking anywhere on the grey box outlining each art piece will take us to that art's information page.

Ann Arbor Art Prototype Sample

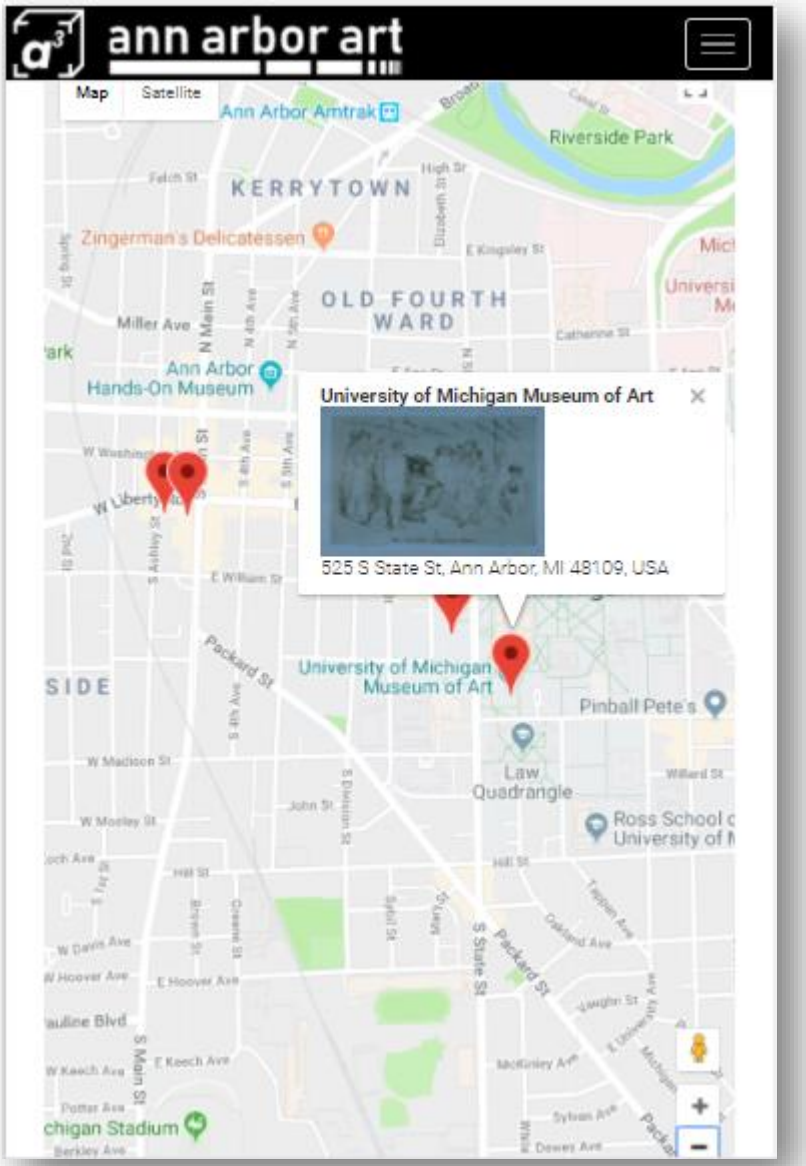


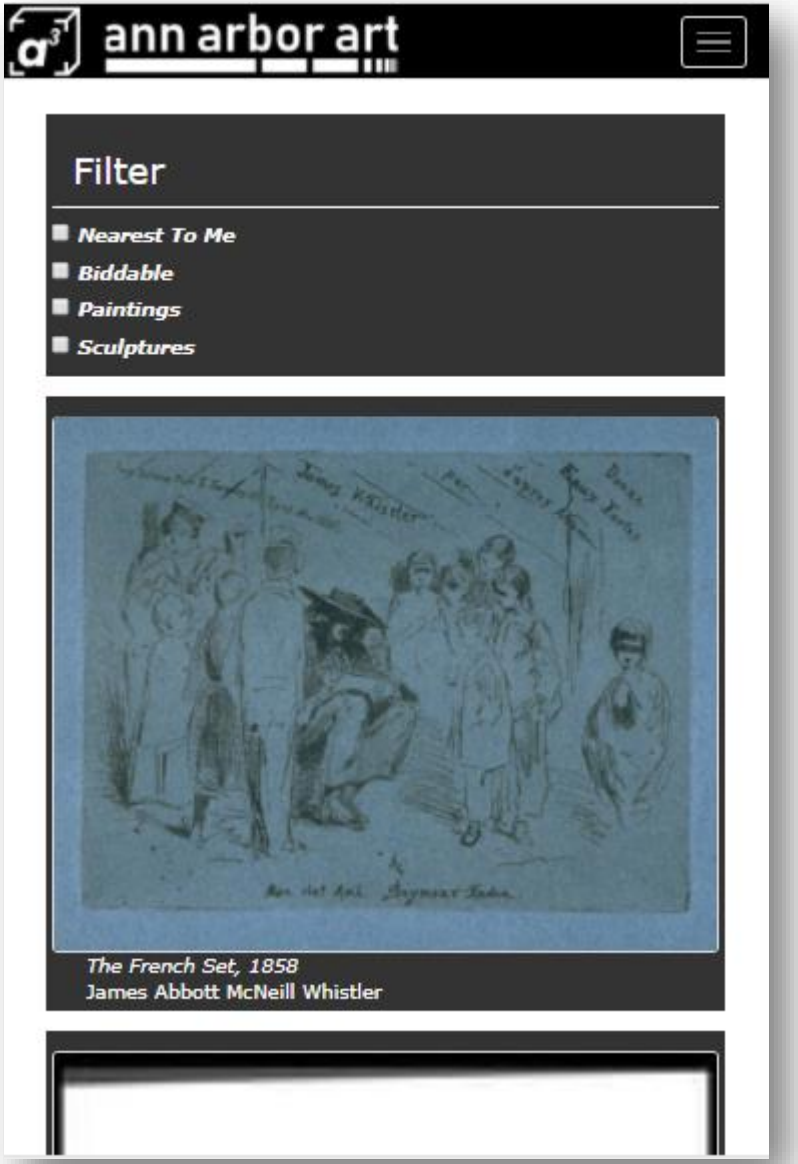
Website View of Ann Arbor Art – Map View

The map view of the application is taken from Google Maps but will pins from our database of nearby artwork. The purpose for the additional map view on top of the list is for users who want to explore Ann Arbor, but they don't have the bearings of street names and their current location from the art they want to view. The red pins on the map are clickable and the thumbnail and details will pop up in which the user can click on the thumbnail to navigate them to the art's informational page.

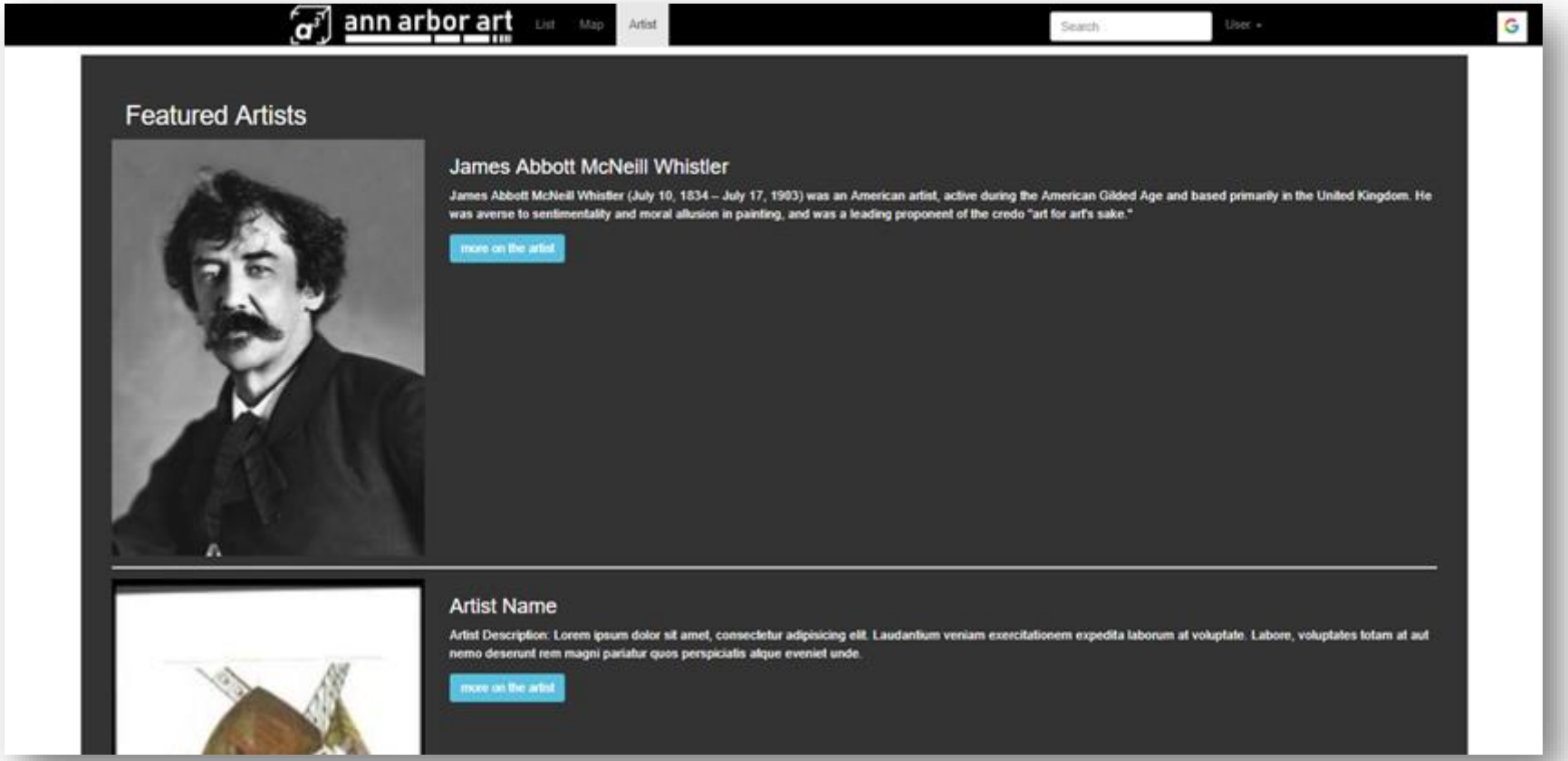
Ann Arbor Art Prototype Sample

Mobile View of Map and List View – Scalability





Ann Arbor Art Prototype Sample

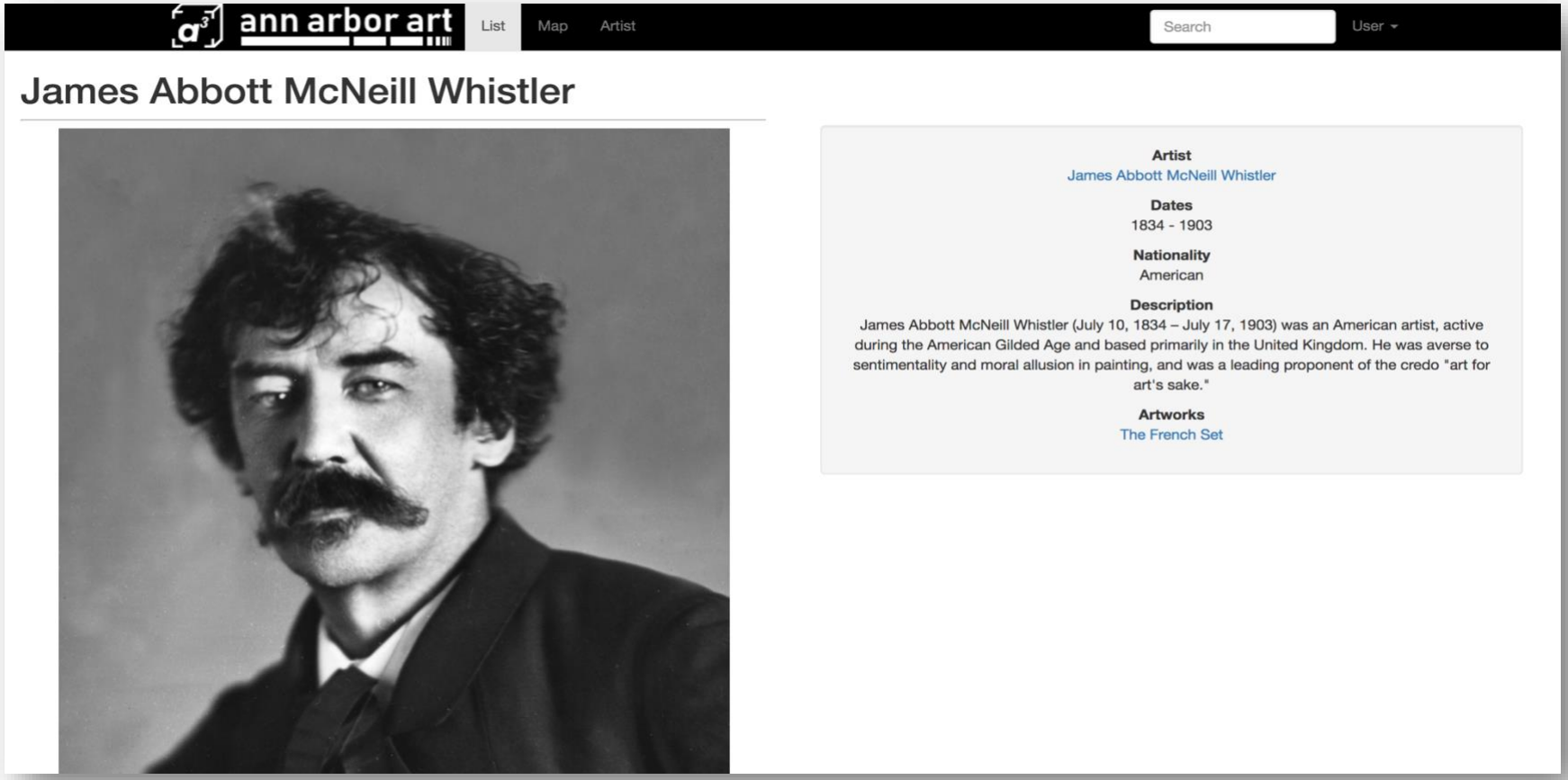


Website View of Ann Arbor Art – Artist List Page

For users who like to follow specific artists, the artist page shows either a picture of the artist or an art piece they have done on the right. For the main body, the header is the artist name followed by a birthday to date of death if necessary. Following those information, the description of a user. The blue button is there for users to click will lead them to the artist's informational page.

This artist page has two use cases. One is for users who like to find popular known artists on the application and two, for users who would like to explore new artists to follow.

Ann Arbor Art Prototype Sample

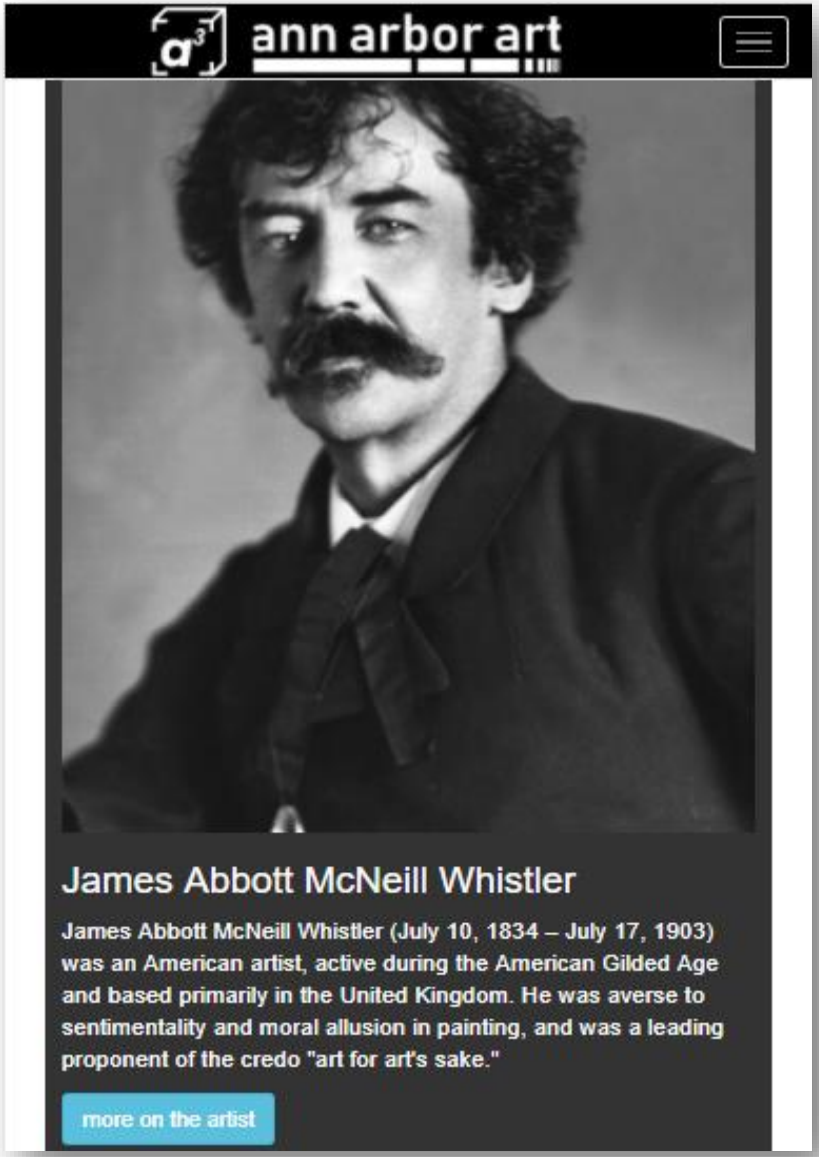


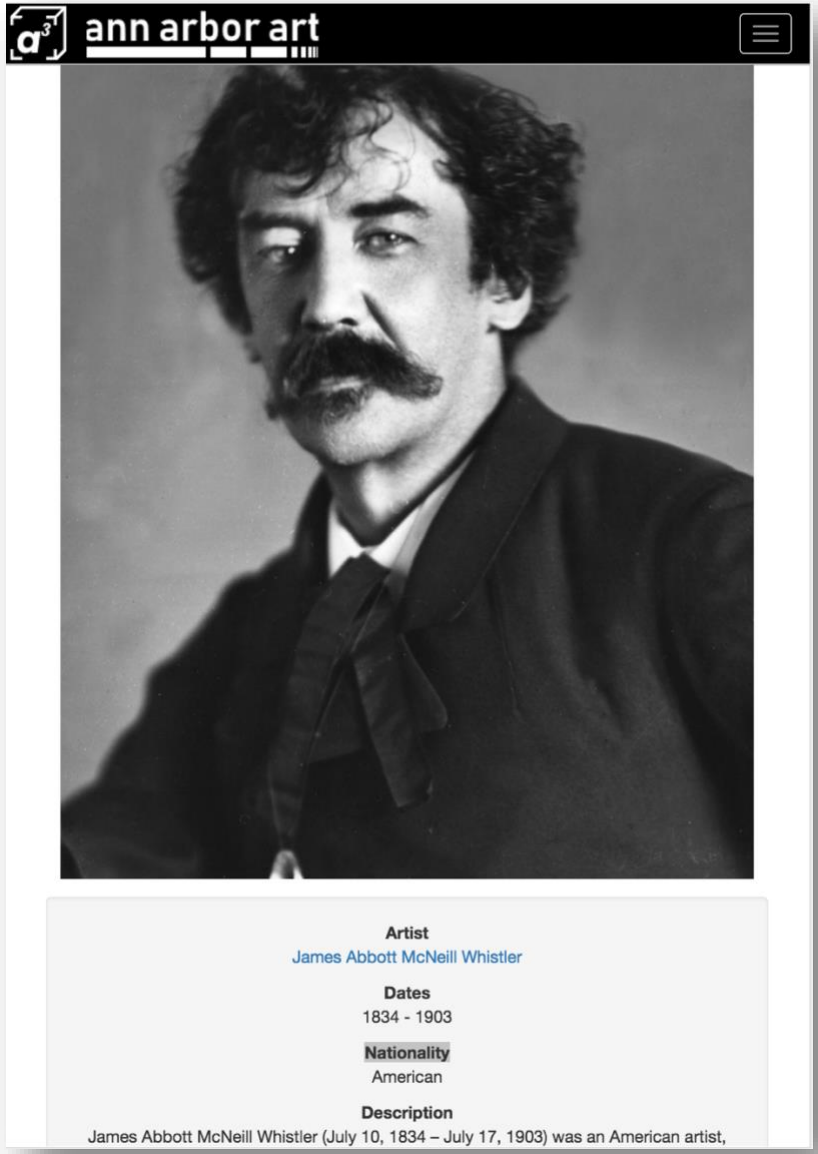
Website View of Ann Arbor Art – Artist's Information Page

This page gives the details of a particular artists with a full description and minor details. Any new detail category can be added at a later time if we find anything worth adding on the artist. Under Artworks, they contain all art pieces an artist has done which will link to the corresponding art informational page. In the future, we want to replace the art piece name with a thumbnail photo instead for users who remember art by sight and not by title.

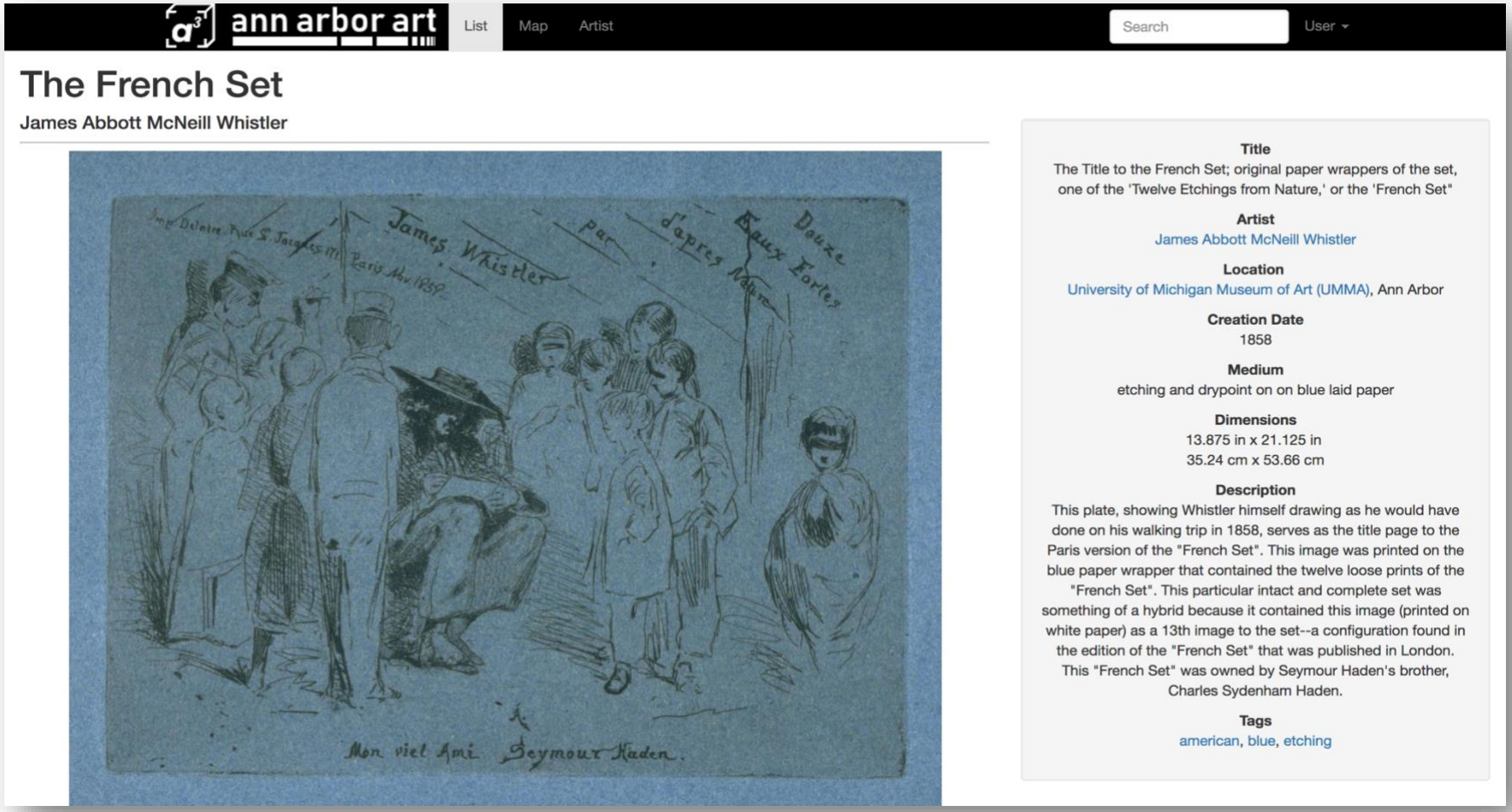
Ann Arbor Art Prototype Sample

Mobile View of Artist List and Artist's Information Page – Scalability





Ann Arbor Art Prototype Sample

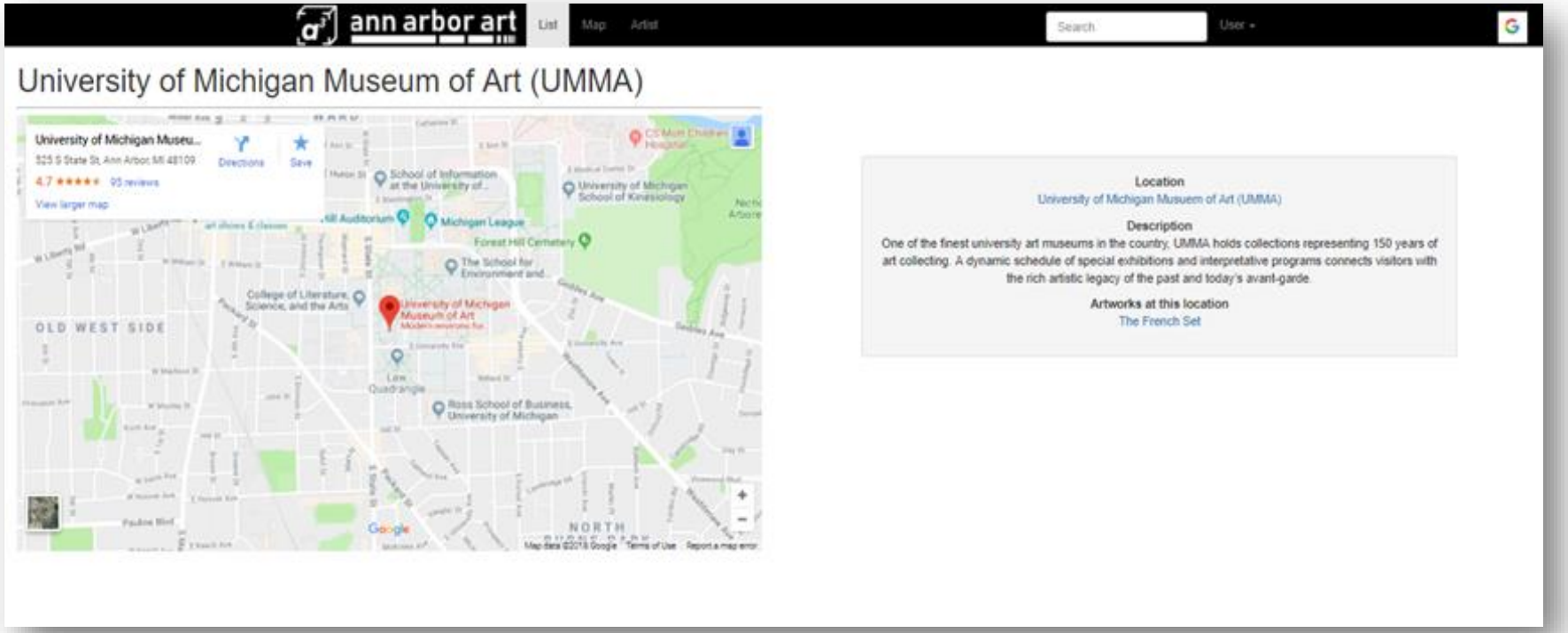


Website View of Ann Arbor Art – Art Info Page

This page is the bulk of our database in collecting art information. The main image of the art piece is default and currently only one image is shown of the art piece. In the future, we plan to make it, so users can scroll through different images of the art piece. On the right, different titles of the art piece are shown, including details like artist – which is linked to the artist's informational page.

If an art piece is biddable or on sale, the current bid price and the option to bid will show up on this page as well which if a user wants to bid, will lead to a secure transaction page to place a bid.

Ann Arbor Art Prototype Sample



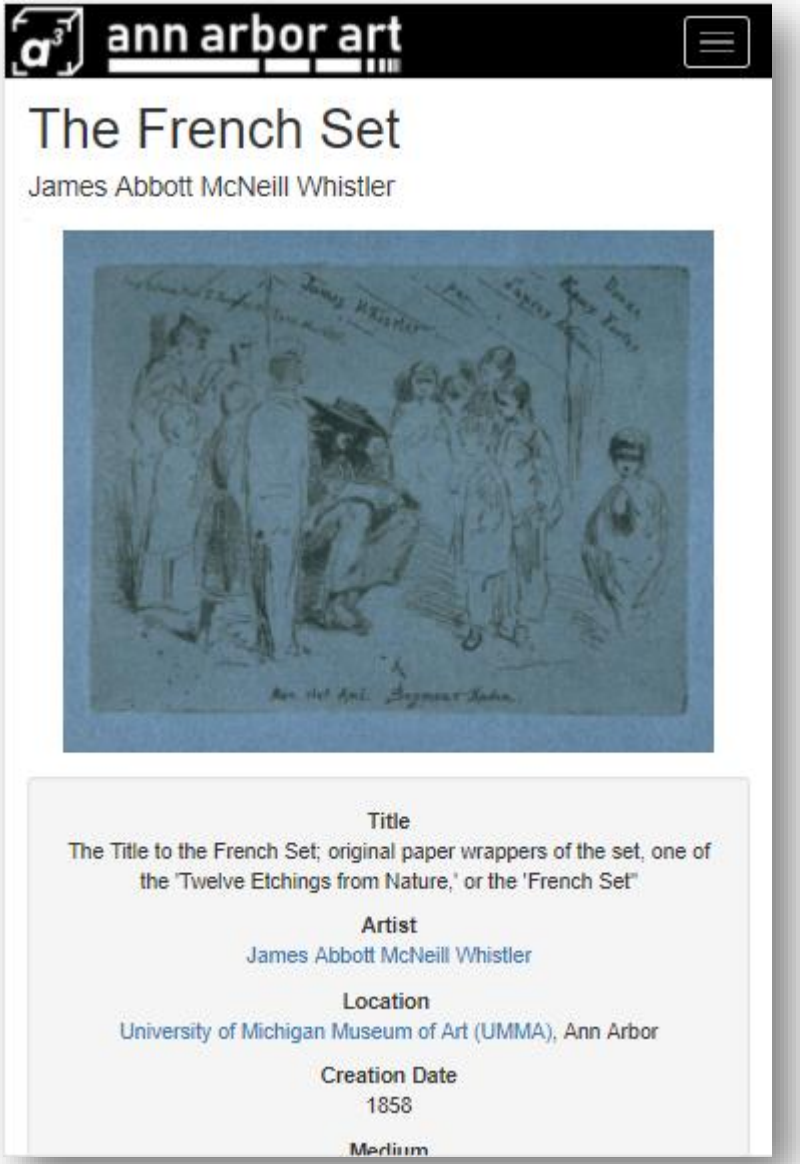
Website View of Ann Arbor Art – Location's Information Page

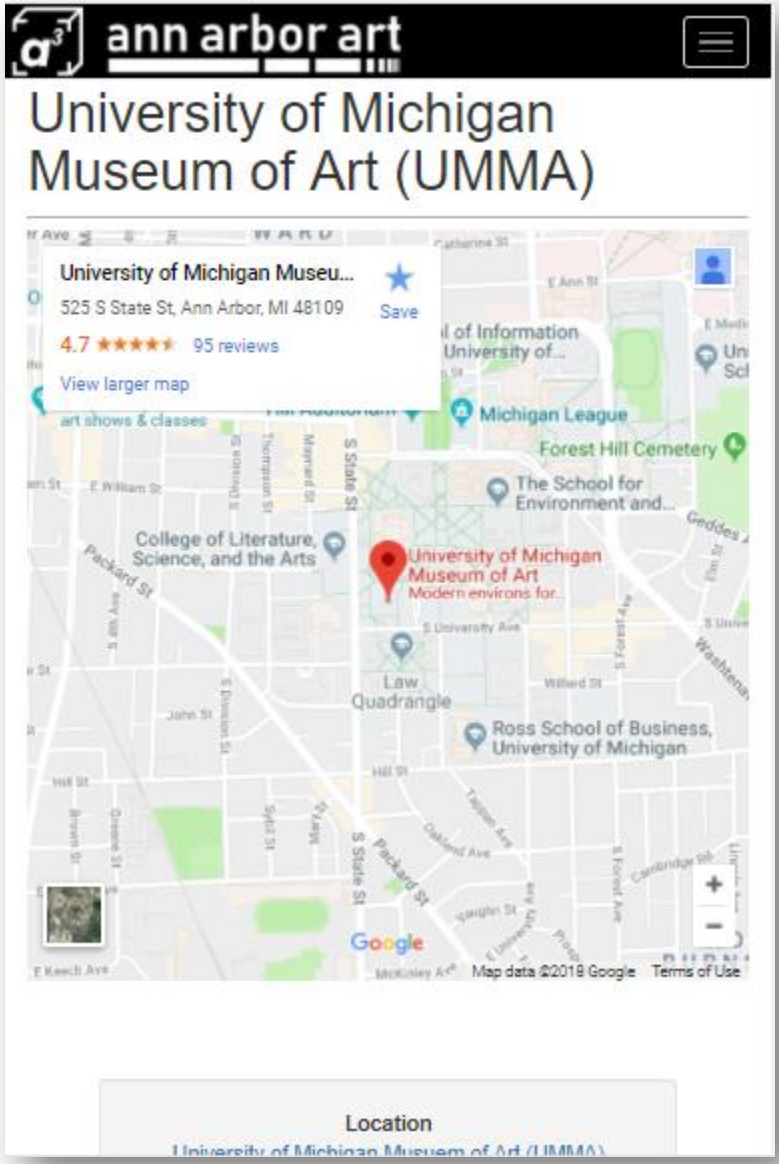
The purpose of this page is to showcase Ann Arbor's art galleries, museums, and even coffee shops that display local artist's art work to promote users to go to these locations to enjoy service provided at these locations and/or look at art pieces they may be interested in. Another use is for Ann Arbor visitors and art lovers to explore the city without knowing too much about Ann Arbor.

The page has a smaller version of the map view with the map centered at the location's pin. From there, using Google Maps, a user can find directions to the location. Our information box displays the name of the location and a detailed description of the history of the location and what it's known for. In addition, these locations may hold many art pieces so for user's convenience, a list of artworks is shown with a link to the art's information page. Just like the artist's information page, we plan to make the artwork names into thumbnails.

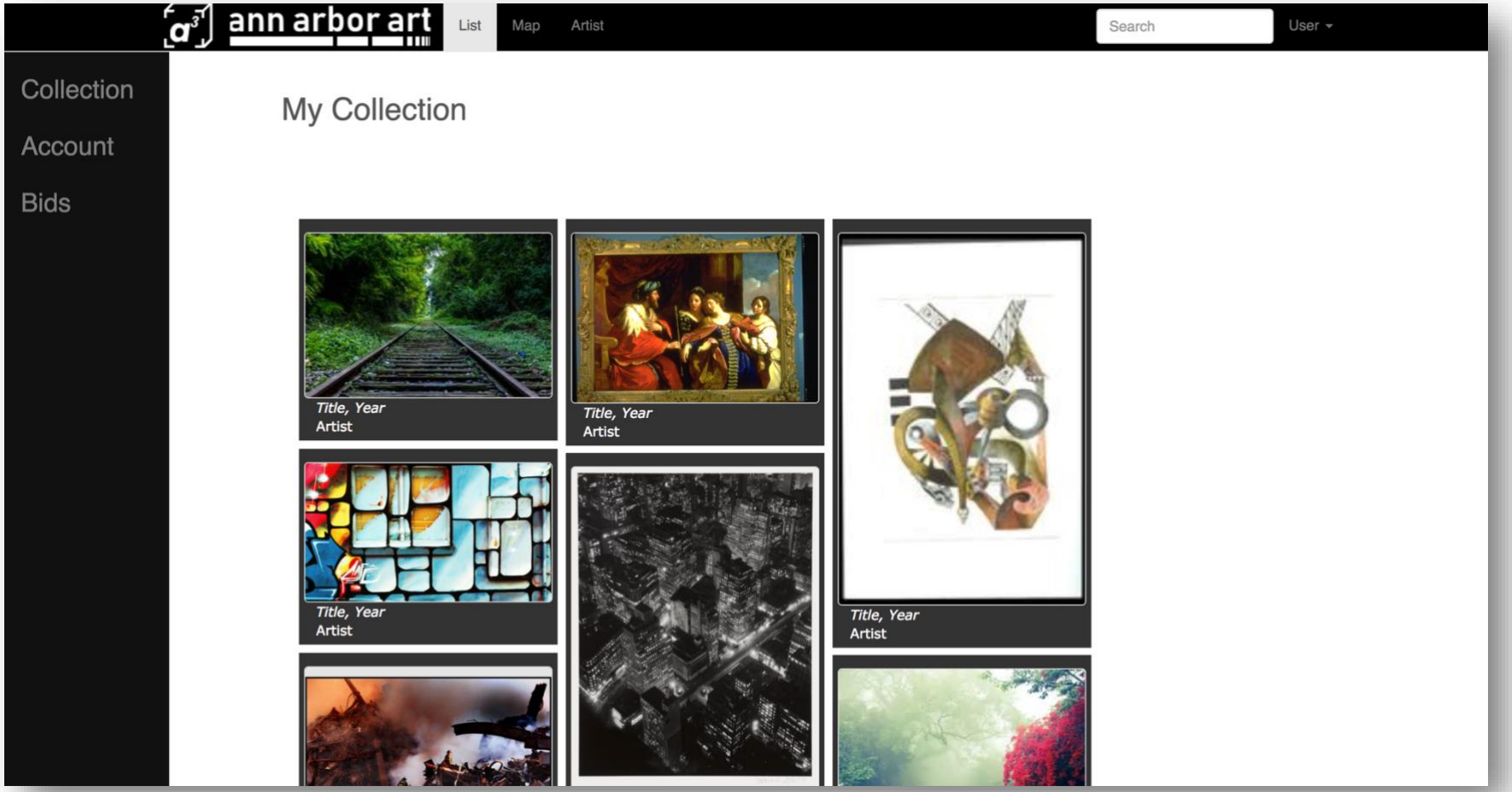
Ann Arbor Art Prototype Sample

Mobile View of Art Information and Location Information Page – Scalability



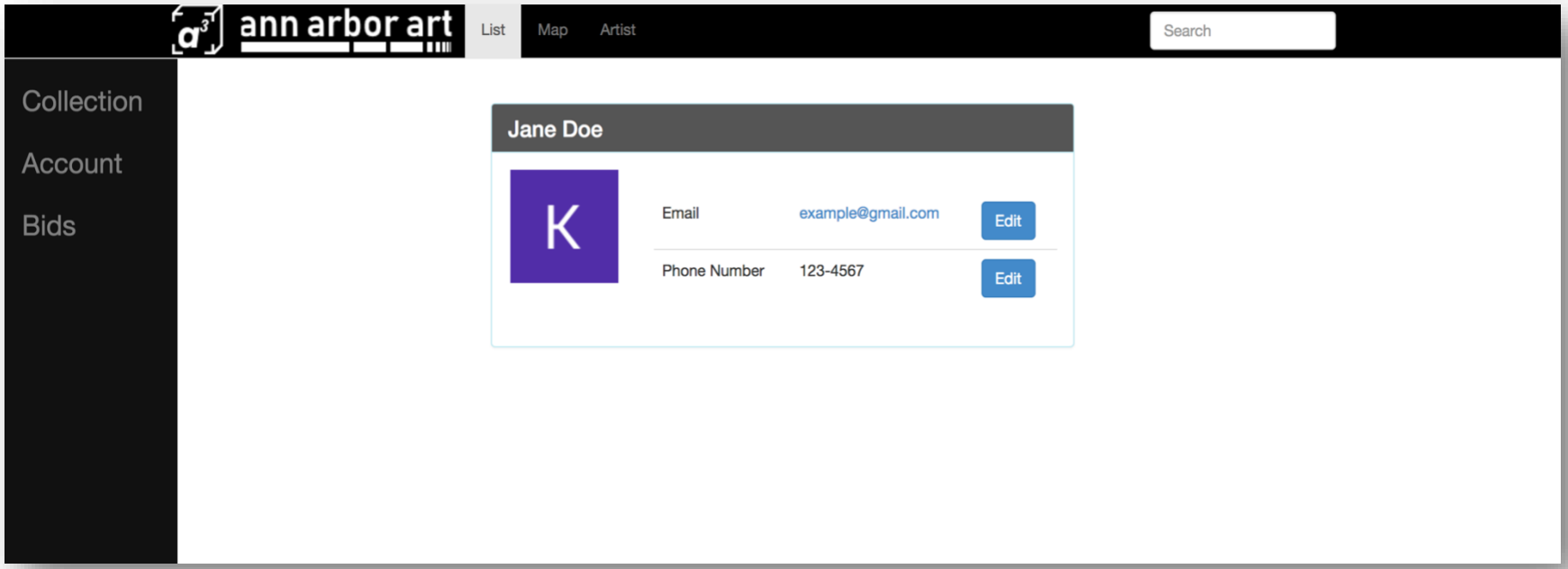


Ann Arbor Art Prototype Sample



Website View of Ann Arbor Art – User's Art Collection Page

Upon clicking the user's profile dropdown option, a left sidebar will appear and lead the user to their art collection page which is displaying all current favorites from the user. The images will lead to the corresponding art's informational page. The side bar on the left also has other pages available to a user logged in such as their account details and their past bids which will include all bid information regardless if they won or have been out bid on an art piece.

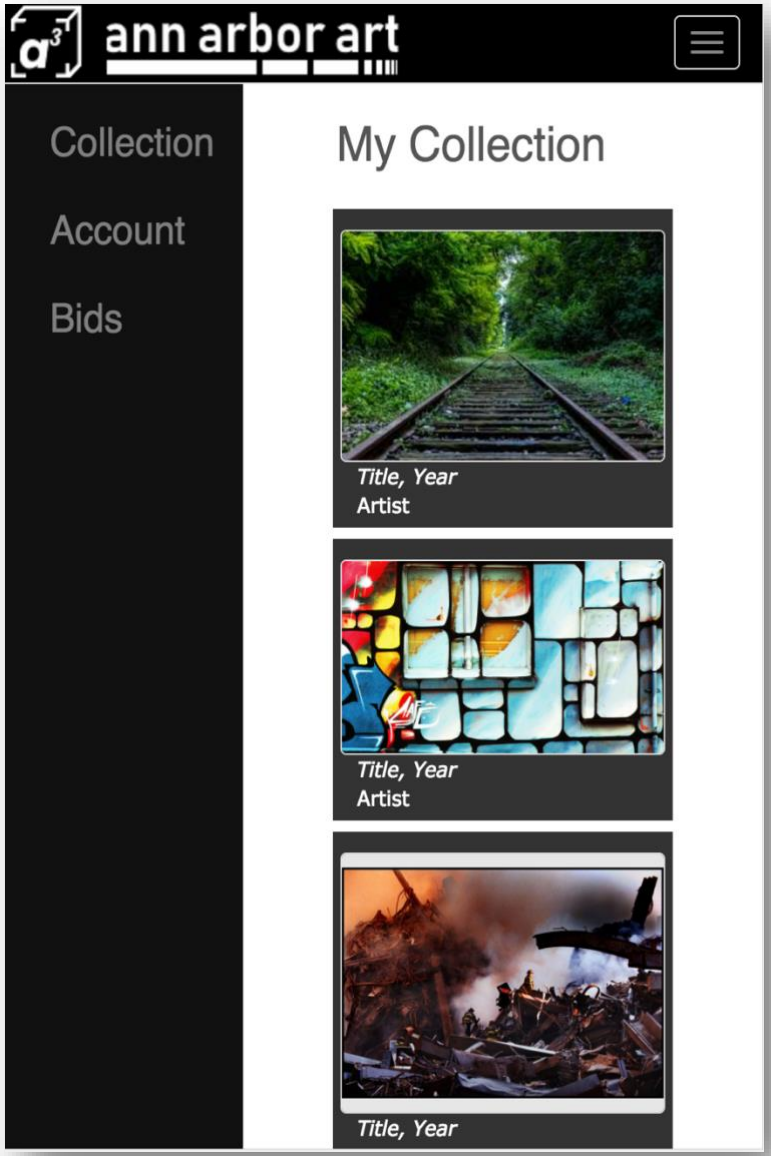


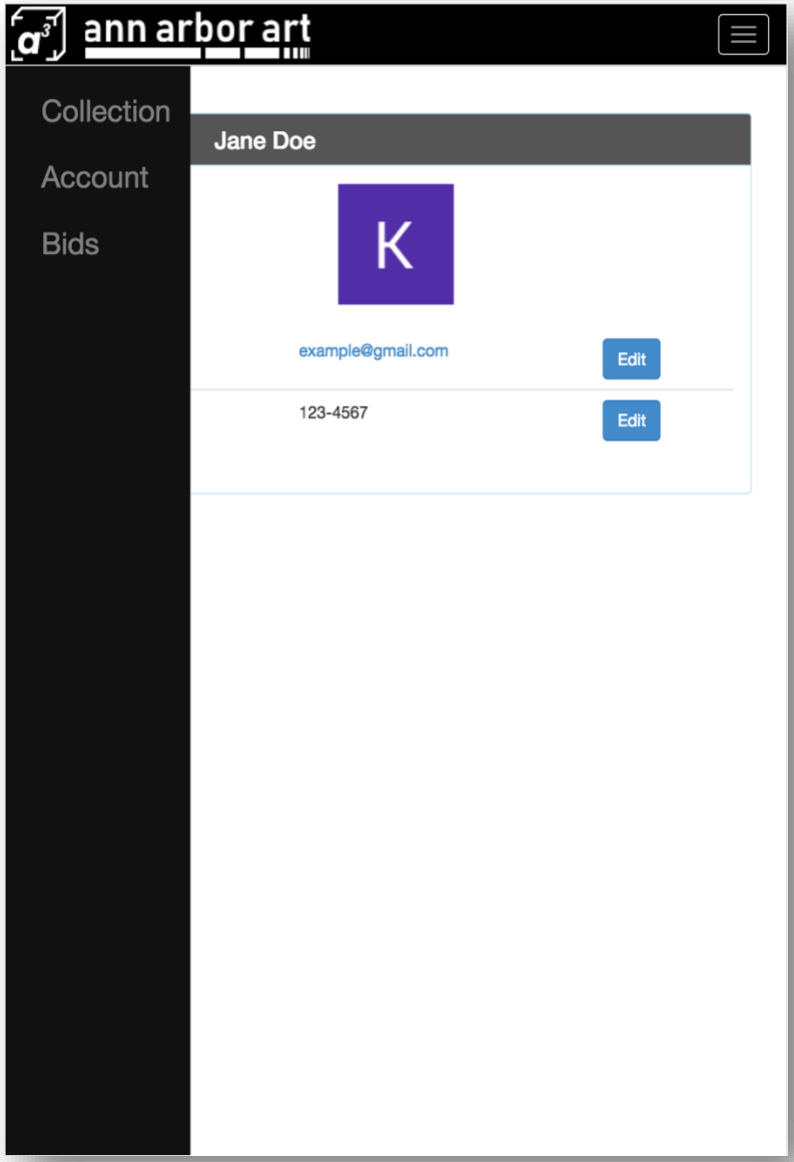
Website View of Ann Arbor Art – User Profile Page

This page is accessible through the navigation dropdown menu of User and displays the user's current details of the user in the Account tab on the left. User information like name, profile picture, and email are taken from the user's Google Account. Phone number is optional most of the time and will be requested only when a user wins a bid to ensure proper communication for the transaction and movement of transferring art pieces. The user page is only accessible for the user given that the person logged in is a normal user and not an admin. There are also options to edit user details like email and phone number.

Ann Arbor Art Prototype Sample

Mobile View of User's Art Collection and User Profile Page – Scalability





Ann Arbor Art (A-Cubed or A^3) App

Project Planning Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Briefing

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app. Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

A^3 provides the strategic benefit of offering a single easy-to-use platform for exploring and purchasing local artwork with tools for curators to track and manage artwork that is for sale. This product is different from any platforms out there in that it enables users to explore both a city (A^2) and its art, while also letting them support the artists through an auction system, all of which can be accomplished with just a few clicks (or taps).

In order to evaluate A^3's success, we will measure the amount of people using the app (and liking it), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale). In order to access this data, we will collect usage data, consult users and run tests. Security and ease of use will also represent a key measure of success for our project.

Background Information

To develop our project, we will take advantage of our existing knowledge of Web development, UI and UX design, database management, and will incorporate techniques and knowledge from other areas like Mobile development, auction systems, payment systems, among others. We have identified similar solutions to the different components of our platform in platforms like Google Maps, Trip Advisor, Yelp, eBay, Etsy, Google Arts & Culture, etc. We will leverage solutions like the Google Maps API, Barcode scanning libraries (for QR codes), and solutions for handling credit card preauthorization.

Some of the biggest challenges for our project will be related adding the payment system and ensuring security for transactions made through the app. For this reason, A^3 will require advanced knowledge in handling online transactions and auction systems. Thankfully, we have available the expertise of Stephen Lange Ranzini (project sponsor, President & CEO of University Bank), and his team at the bank in order to guarantee a secure and fully functional art commerce system. Some of the experts that we might consult are representatives of the following financial services: Visa, MasterCard, Galileo Processing, Maestro and Cirrus.

In addition, another challenge will come from making the app work for all different types of mobile devices. We expect that the main technical hurdle for our team will be IOS and Android development, developing a BaaS system and integrating the mobile front ends with that backend, and getting access to and integrating a payment tool.

Team Members, Skills, and Organization

Jack Callahan - Computer Science. Key strengths include ability to quickly learn new technologies and experience collaborating with small teams in a similar environment. Also has exposure to most of the web and backend technologies that will be used in this project.

Kalyn Dai - Computer Science. Able to pick up concepts, new technology and programming language. I work well in a team environment, best with paired programming. General experiences with web frontend, backend and security. In addition, I have experience with designing infrastructure for applications since summer 2017.

Laura Huang - Computer Science. General experience with frontend and backend (though I prefer backend). Previous projects involved Python scripting, a lot of OO programming, and using various APIs. Strengths include learning new languages through context and working in a team environment.

Diego Rojas Salvador - Computer Science. I work well in team environments and have the skill of quickly learning new technologies. I have worked on the various layers of the web development stack, but I am specialized in back-end development and database management. I have experience working as a project manager (May - December 2017).

Laura Vicinanza – Computer Science. Works well in a team with communicating and splitting up work. Always up for learning new coding techniques, languages, and styles. Can do both web front end and back end, but passion lies in front end.

For our project, we have chosen to work in a horizontal team structure. During the design and back-end development phases we will be working as a single team, and when we reach the front-end development phase we will divide the different technologies among our team members.

The following are skills that we anticipate will be essential for the development of A^3, and that none of our team members has: mobile development technologies (languages, frameworks, techniques), payment technologies, and bidding and auction systems. During the early stages of the design phase, we will start a self-education process to fulfill the technical requirements of our project.

Our group will share responsibilities for creating the backend together, and we plan to split off into two (or three) smaller groups to work on the iOS and Android (and Web) front-ends.

Project Management Strategy

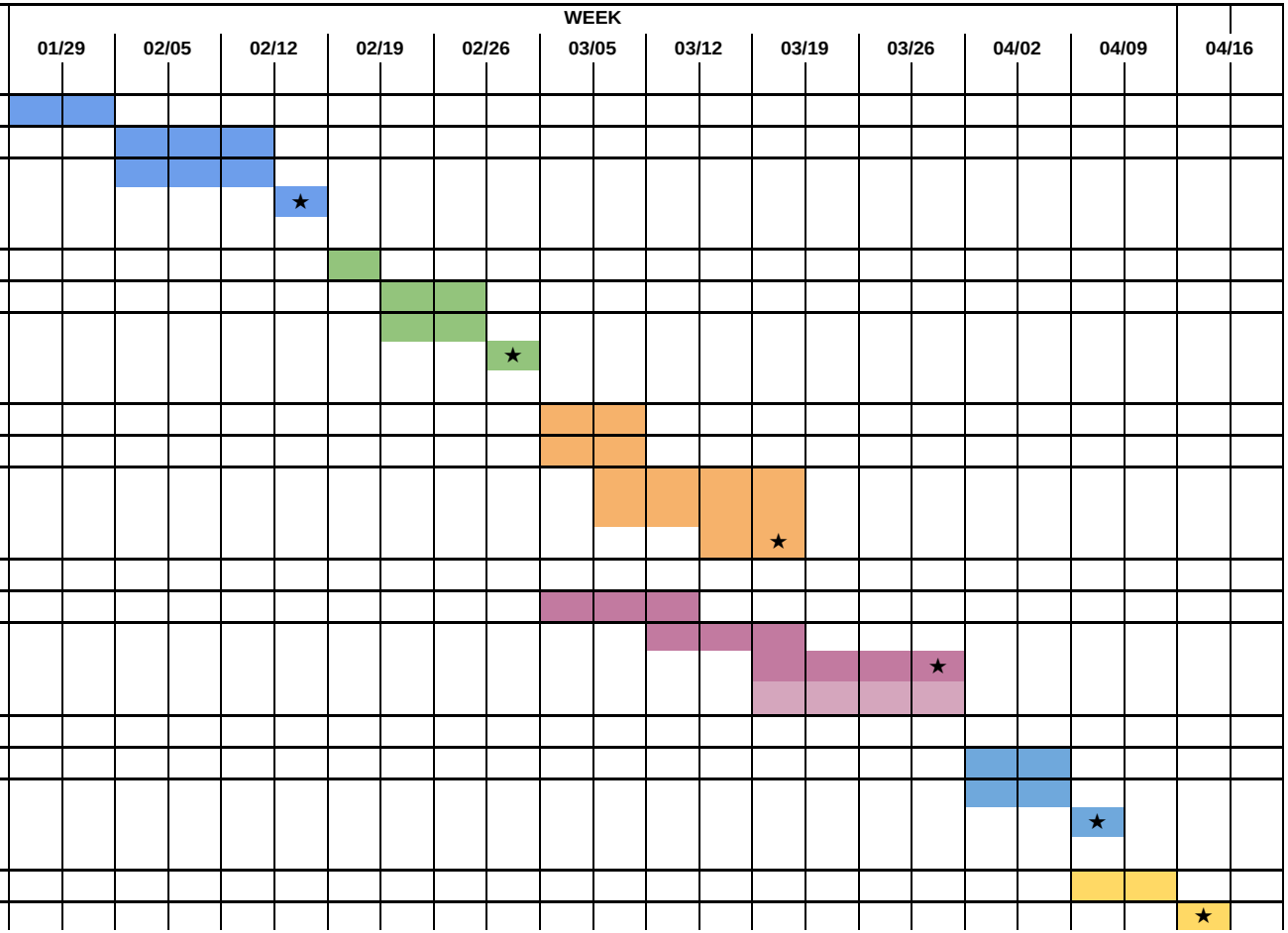
In order to help manage our project to an on-time, successful conclusion, we decided to incorporate the following tools/techniques: GitHub, Trello, Slack, Google Drive, virtual environments. GitHub will be used to make sure our code is up to date and consistent across all developers; Trello will be used to keep track of tasks (with priorities) and bugs, allowing all of these to be assigned to different people with the corresponding due dates; Slack will be used for internal communications; Google Drive will be used as our central storage space for other types of documents; and virtual environments will be used to guarantee that our work is consistent across platforms. For the most part, our team has experience using these tools. The levels of experience vary for each tool but learning to use these tools will not be an additional task.

We will be holding bi-weekly meetings with our client, and we plan to present our progress and adjust our expected timing/scope of the Milestones during these meetings.

Diego will assume the role of Project Manager. During the Summer of 2017, he worked as Project Manager of a team of 5 interns that worked on two different projects. Through that experience he developed skills related to agile development, scrum, and project management tools and workflows. If Diego becomes extremely busy, he will assign certain management tasks to other members.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
18	Mobile - Android	14	03/19	04/01
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Literature and Technology Review

Mapping Tools:

One of the key components of this project is the use of mapping tools to display local artwork relative to the user's current position. To avoid reinventing existing technology, our group plans to leverage an existing API for this functionality. After examining several technologies, the three that stand out the most are Google Maps, OpenLayers, and Foursquare.

The most popular technology for embedding maps into apps is currently Google Maps. Created nearly 13 years ago, Google Maps offers a variety of different APIs, several of which could potentially be of use for A^3. This includes the Directions API, which calculates distance between locations for various modes of travel as well as provides specific directions for the fastest route between locations, while considering current traffic. This could be useful in recommending nearby artwork to users, as well as helping them navigate to any artwork they discover through the app. Google Maps also offers the Places API, which allows users to search for a location and receive details about it. This API could be used to provide details for the locations that display artwork for A^3, as well as the artwork that is displayed. Finally, Google offers a maps API for Android, which provides tools specific to Android development, which would make it easier to integrate maps into the Android portion of the app.

There are several factors to examine when considering Google Maps. Although the Google Maps has a special API for ease of integration into Android and web apps, the same cannot be said for IOS apps. Since A^3 will likely need all three, this is a principal factor. However, Google Maps does provide an SDK for IOS apps, as well as sample code for use in both Swift and Objective C (the two foremost languages for IOS app development). Another thing to consider is the user experience. Since Google Maps is such a well-established technology, most users will likely be familiar with how it works already, which will make it easier for them to use the App. The Maps APIs are also both well-documented and well-maintained, as they are updated regularly and provide organized documentation and code samples that will be useful when developing the apps. The major downside to using Google Maps for this project is that it has limited free usage. Only the first 25,000 requests per day are free and after that they are $.50 per 1000 requests. While 25,000 seems like a lot of requests and the pricing is not particularly expensive, it is something to consider since the app will likely be free to use, and long-term goals include expanding its usage to the entire nation.

Although no other Mapping tool is nearly as popular as Google Maps, another possible tool could be OpenLayers. This high-performance JavaScript library has a modest following, primarily because it is an open source technology, so it is completely free to use. OpenLayers also features comprehensive documentation with several resources built to help developers, such as basic and advanced tutorials and code fragments that are easy to include in an already working app. Even though it was originally built only for websites, the framework has since expanded so that it supports mobile usage. OpenLayers also includes frameworks for parsing data from several other mapping libraries and APIs, which makes it easier to use when transitioning from a different tool.

When considering OpenLayers, especially versus Google Maps, the most important thing to consider is that it is open source. As mentioned previously, it may become expensive to use the Google Maps API depending on how popular the app gets, especially if it is expanded to major cities around the country. There are two major downsides to OpenLayers. The first is that it is not built for use in the current mobile development languages. Even though it is still possible to use OpenLayers in mobile development, it is more difficult to integrate than Google Maps is. The maps are also slightly less detailed than Google Maps, which include nearly every location in Ann Arbor (although this is not necessarily a concern, since A^3 will likely be adding

the locations where art is displayed to the map directly). Even though OpenLayers is relatively easy to use, most users will likely notice a few differences between it and Google Maps, which could be a downside from a user-experience perspective.

A third technology that could be useful is the Foursquare API. Foursquare is an app that allows users to explore their local area for food, shopping, and tourist attractions. Although it provides similar functionality to other mapping APIs, the major distinction between this API and the previous ones is its connection to the Foursquare database. This means that many of the art galleries and shops A^3 will display art in will already be available in the database and will already have descriptions that A^3 could leverage. Like the previous APIs, Foursquare is also well-documented, which would make it easier to use from a development standpoint. Although the technology is available for free to Non-Commercial Applications, there is a limit to the number of free calls per day. These are capped at 100,000, with no more than 5,000 of these allowed in one hour.

As mentioned previously, the major upside to using Foursquare would be the ability to use its large database of places, which would likely include most, if not all the places where art will be displayed for A^3. However, A^3 would likely need to purchase an Enterprise License to use the technology, since it is a Commercial Application. The other major downside to this technology is that its future is not guaranteed. Although it is currently being maintained and has a small community following, Foursquare's future is not as secure compared to either of the other two technologies. If the company were to go out of business, A^3 would likely need to replace its mapping tool with a different technology.

Although there are many mapping technologies, the ones discussed above have the most to offer for A^3. Other technologies include Bing Maps and Open Street Maps, which were not discussed in this analysis due to significant overlap with the previously explored APIs. Moving forward, A^3 should likely use either Google Maps or OpenLayers. Both technologies are efficient and easy-to-use, while providing the functionality that the app requires. Depending on the expected usage of the app, A^3 will need to weigh the value of having an open source solution versus a solution that is easier to develop and has a slightly better user experience.

Online Art Industry:

In contrast to the traditional method of paddle bidding, where the highest bidder wins the item if no one else wishes to outbid them, online auctions are time-dependent, meaning the bidding stops when the time limit runs out.

When researching about the online art industry, there are a lot of key terms that we had to explore like reserve price, pre-sale estimate, etc. This jargon is important when dealing with our application when it comes to online bidding. Reserve price is the lowest price an artist or the auction is willing to sell it for. If the final bid is lower than the reserve price, then the art does not sell. In the case this happens, this is a negative when measuring performance for our app because either there are not enough users using our app to bid, or because of the application design or the art selection.

Pre-sale estimate is the range that the auction house believes a piece will sell for. As developers, we don't have to worry about calculating estimate prices, however, curators select their estimate price based on how well-known artists are or in our case, how successful past sales of comparable art have been. Having a page of users who are likely bidders (based on past activity), and the users' transactions would help curators estimate a good pre-sale estimate price (Art Business). For most online auctions, the reserve price is hidden from bidders, so our application would most likely hide that from normal users but available for curator accounts.

General competing applications with A^3 include big apps like Artsy and eBay where they do more than just art auctions. Focusing on Artsy – they consolidate ongoing auctions that are showcased in a physical place. It is considered a business to seller application, which gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding. While this may be very convenient, our goal for the A^3 app is not to be convenient for users but to promote Ann Arbor artistic culture. In addition, the design of having certain auctions open at a certain time (for A^3 it would be every trimester) is a good design feature. Users could see how long a certain auction would open for and when they open. Users could also preview the art via photo only which could help them determine if they wanted to bid on it later. The bidding price and styles would depend on the certain auction house that the event was sponsored by.

Another competitor is the well-known eBay website. eBay has an online auction that is seller to seller – thus a business is not the one displaying the art. This means this is a purely online auction with no way to view a product in person. The most interesting feature of eBay is how they set up their bidding system. Users can set the maximum price they are willing to pay for an art piece and then eBay automatically puts in the lowest amount (consider that it is lower than their maximum price willing to pay) and if the bid gets overrun, eBay automatically increments the user's bid (again lower than the given maximum price willing to pay) to keep the user as the highest bid. This is done in the best interest of the user because they may end up paying less than they are willing to pay.

Solutions that Artsy incorporates inside of their applications that would be beneficial to consider for A^3 include minimum bids, bid increments and giving a preview of auctions that have not been opened yet. According to Charity Auctioneer, the best rule of thumb is to start the auction bid at 40% of the estimated worth and increment by 10% after hitting each benchmark price. A^3 should incorporate different accounts for curators, juries, artists, and buyers – aside from an admin account. Certain features will be applied to different account types and the features will be targeting making the user's role easier.

For example, the curators and artists will have some sort of feature that will be able to calculate estimate prices and bid increments for them to ensure for accuracy since for online bids, accidental bidding occurs with typographical mistakes. In addition, adding eBay's unique bidding process of acting in the user's best interest is a good addition to the application/website to A^3. This will help first time bidders feel more at ease, however A^3 should have an option to do this kind of automatic incremental bidding that the user can check.

In addition, See Saw is a gallery guide similar to A^3. It uses the IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows. See Saw earns its revenue by having galleries/artists paying to be featured on the platform and place better in the search results.

Payment/transactions
Options for integration:
Galileo **https://www.galileoprocessing.com/**
Offers platform/API for payment processing (debit and credit), more flexible/customizable:
https://sandbox.gpsrv.com/auth/login

Galileo allows you to test in their sandbox, which simulates a live operating environment and includes tools for authenticating users
This will be a useful interface that will allow us to organize and accept payments on our end in a way that best suits the flow of our payment/bidding process, without having to worry about the actual transactions
API includes many options, such as:

- Create accounts
- Assess fees
- Debit and credit account balances
- Modify account and card statuses
- Add payment devices
- Get transaction histories
- Modify customer details
- **Create ACH (see below)**, bill payment and other transactions

PayPal
https://developer.paypal.com/docs/classic/paypal-payments-standard/integration-guide/pps_integration/
Another option is to integrate a PayPal button into our HTML, which can securely accept credit card, debit card, and PayPal payments from any mobile device, tablet, or PC

ACH (Prenotes)
https://fin.plaid.com/articles/what-is-ach
https://fin.plaid.com/articles/the-basics-of-achbl
ACH payments are electronic payments that are created when the customer gives an originating institution, corporation, or other customer (originator) authorization to debit directly from the customer's checking or saving account for the purpose of bill payment. In other words, ACH payments are typically cheaper to process and easier for consumers to deal with than credit card transactions (thought a bit slower). In order to use prenotes, we would need to partner with a bank that offers ACH transactions because only banks can initiate them. University Bank could provide this functionality.

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Ann Arbor Art (A-Cubed or A^3) App

User Requirements Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Content & User/Stakeholder Info

Brief introduction of the project & high-level benefits

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app.

This project was conceived due to the lack of opportunities and incentives for artists in A^2. A committee, led by Stephen Lange Ranzini, was formed in late 2017 to come up with possible solutions to vitalize the local art community. This platform is meant to be the channel through which key stakeholders discover local artists and inject money into the art community of A^2.

Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

What high level benefits will this project bring to your users?

We provide users with an easier way to discover and purchase art in Ann Arbor. The interactive map will make it easier for users to find nearby art, and the ability to participate in the auction of art pieces provides a way to buy and sell art. A major goal of this app is to foster a local art community that exposes more people to art and gives local artists and businesses an art centric platform to interact with the public.

Who are the users and stakeholders that are being considered?

Our target users that we are considering can be split into three different categories: local artists, art collectors, and casual users who would like to discover the city or be more immersed in the local Ann Arbor art scene. The customers would be anyone who would like to discover art, or to purchase artwork (through our bidding system).

The primary stakeholders are Stephen Lange Ranzini, Northern Michigan Foundation and the Ann Arbor Art Commission, and the local art community in general, who are interested in the creation of this app.

Our main competitors/some similar apps are Artsy, See Saw, and Google Arts & Culture.

Expected Deliverables & Scope

Initial, or most important, deliverable

The initial deliverables are a backend framework for a curator to interact with to manage artwork, and a web-based app that provides all of the functionality described above.

Stretch goals

Potential stretch goals are reusing the backend framework to expand the app to iOS and Android.

In Scope, Out of Scope, and Secondary Scope

A single backend framework and front-end web app are in scope. In addition, our scope includes the front-end for iOS. Of secondary importance are expanding the front-end to include Android. Inside of our backend, our scope includes the ability for bidding transactions and mapping art in Ann Arbor. While expanding the project to different cities is something that will be considered when designing the app (it should be modularized so that only the data needs to change if the city changes), actually implementing it for other cities is out of the scope of this project. Some non-essential features such as OCR technology and tracking (for art security reasons) are considered out of scope of this project as well.

Relevant background context to deliverable

We plan to employ the listed technologies:

For Backend: MySQL Database and Python
For Frontend: Objective-C / SWIFT / React JS
Mobile Payment Technology for VISA, MasterCard, and alike. Maybe add PayPal.

Competitive Products or Similar Solutions

Google Art & Culture: Google App, it is an application that consolidates all art and cultural pieces in the world into one application. In addition to consolidating art, there are articles on art history corresponding with the highlighted/featured artwork that gets updated regularly. The app allows users to find where galleries and museums are located, though there doesn't seem to be any buying or bidding of art on the app itself.

Directly from 'Project Planning Document' -

Artsy: "they consolidate ongoing auctions that are showcased in a physical place and is considered a business to seller application. They are an application that gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding."

See Saw: "See Saw is an IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows."

Content Experts we plan to engage with throughout the project

We will be talking with experts in mobile payment in order to integrate the transactions for bidding into the application. As for uploading art, that process will involve engaging with art curators and directors with knowledge in the curation process.

High-level, Prioritized User Requirements Table with Target Values

Use cases

Buyer: someone looking to purchase local art using the app
Explorer: someone looking to find art near them and explore the city
Finder: someone who encounters a piece of local art and wants to learn more about it, and possibly purchase it.

User Requirement	Priority	Specification	Measurement Methodology
Art Map (explorer, buyer)	1	Display locations with available artwork in proximity to user	Accurately matched locations
Art Generalization Search (explorer, buyer, finder)	1	Searches all artwork in the database for keywords in the title and description.	Accurately displays all artwork that pertain common strings of the search.
Credit/Debit Card Transaction (buyer)	1	Makes a successful transaction to block money from user's card when they want to bid on art. The blocked money should be transferred upon user's winning the auction.	Checking to see if money is actually blocked and transferred from an account. The process should be secure.
Adding Art Collection and Details (curator/admin)	2	Allows a special account (and only the special account) to add artwork and its details like artist, price and/or starting bid, location, etc.	Test with dummy art pieces and see if a normal account can view the new dummy art after details are made.
Art Recommendation Via Location	2	Gives more artwork closer to the user's location or to a selected artwork	Check if recommended selections that show up are indeed one of the closest to target. If a more suitable artwork is expected to be selected then it isn't working.
Information Retrieval about Artwork by ID	2	Allows artwork to be found by looking up the printed ID (alphanumeric or QR Code, if possible) found next to the piece.	Correctly pull up relevant information about the piece, i.e. artist bio, background, date, buying options
Art Recommendation Via Categories	3	Gives more artwork in correspondence with same type of artwork/styles.	Same as above with the addition of adding to see if selected work shares same category labels.
Art Filter for Search (finder, buyer)	3	Displays all artwork that has matching tag descriptions along with other search strings like genre, etc.	Accurately displays all artwork with corresponding tags.
Account Creation	4	User is able to make account to hold billing information, favorite artwork, etc.	Test with account dummy with fake credentials to see if account creation works correctly.
Favorites (buyer, finder)	5	Saves user's favorite artwork	Test with fake users and their corresponding favorites.

Project Management Strategy and Plan Update

Updated Team Organization

Our team's organization and project management strategy have no major changes since the Project Planning Document submission. Diego is still our Project Manager and we still plan to hold bi-weekly meetings with our client to present our progress and adjust our Gantt Chart with timing scopes of when things are expected to be completed.

Our team plans to work on things in groups. This means that we as a collective whole are responsible for all areas of the project.

Team Meetings

Our regular team meetings are 2-3 and 4-5 on Monday & Wednesday. Depending on where the team is currently on in our schedule, we will add more meetings accordingly.

Communication & Accountability

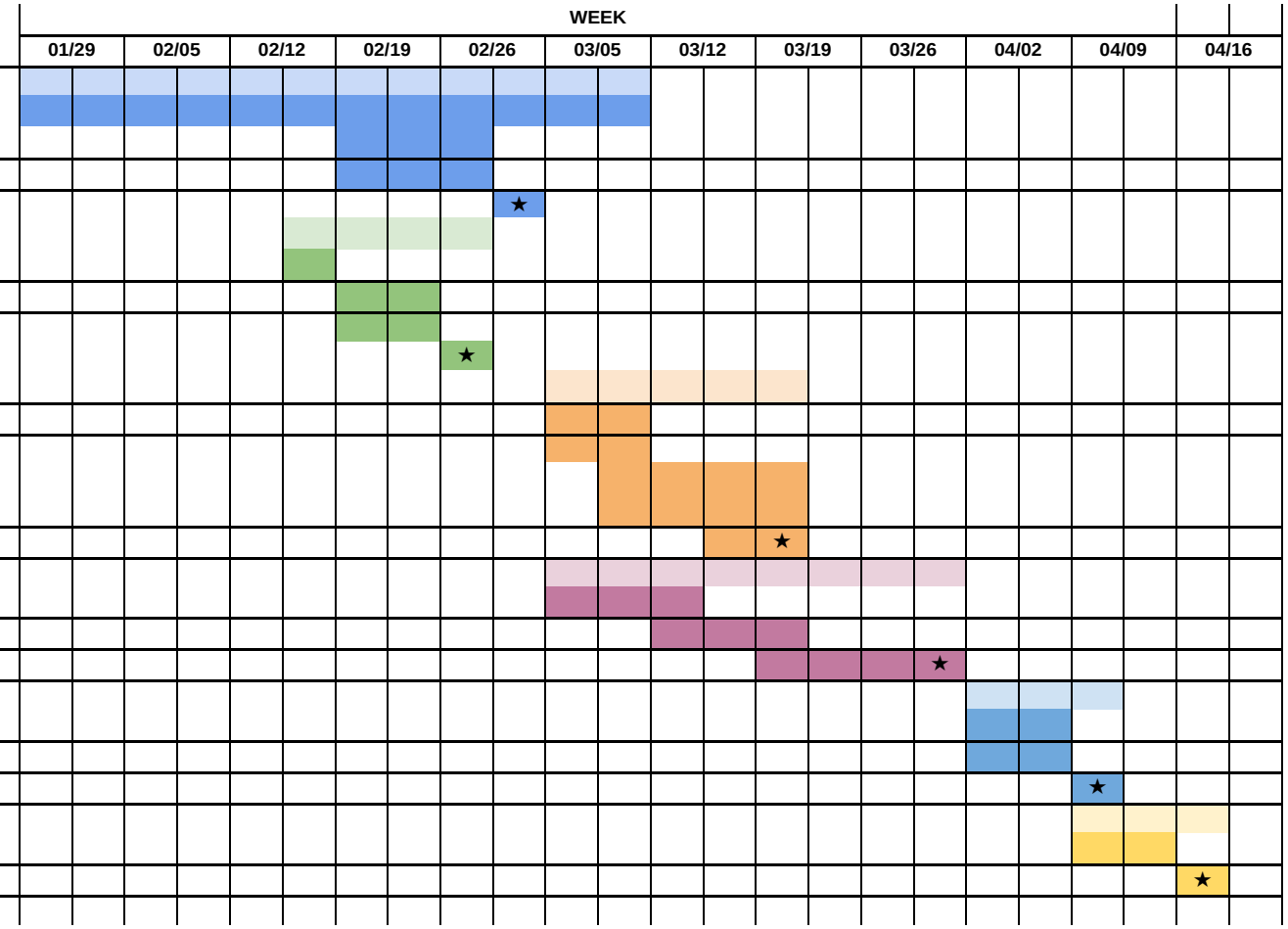
Our primary communication method is Group Me and Slack. To keep each member accounted for in certain tasks, we decided to keep a Trello board and update it with responsibilities.

Updated Gantt Chart

Our updated Gantt Chart is on the following page.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Primary Persona

Details

Name: Alice Lloyd
Age: 29
Occupation: Architect
Family: In a relationship but not married
Location: Ann Arbor, MI
Character: Adventurous

Quote

"The local art community should be something that is accessible with the click of a button"

Bio

Alice Lloyd (29) is a millennial from right outside Chicago who has just moved to Ann Arbor. She is an architect that works downtown. She's pretty tech savvy and has an app for seemingly everything on her IPhone. Alice has already discovered the Kerrytown farmers market where she buys avocados for her avocado toast and listens to WCBN. She's an avid hiker. She would like to become more involved in the Ann Arbor community, but she is new to the area and doesn't know where to start.

Goals

- Discover local artwork
- Have an app that is cool to show off to her friends
- See prices on artwork available through the app and potentially purchase artwork she finds to be special

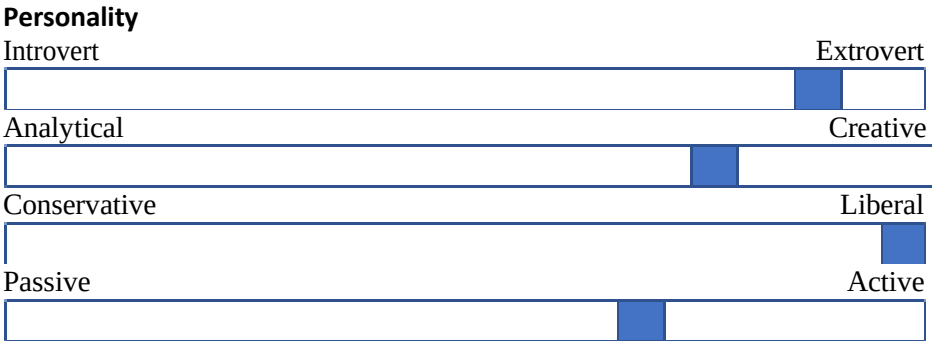
Frustrations

- Not being able to access things on her mobile devices
- Getting recommendations for things that are far away from her current location
- Wants a map that shows where local artwork is

Traits

- Technically savvy
- Social
- Adventurous

Personality



Motivations

Adventure

Social Activity

Community Involvement

Technological Achievement

Preferred Technologies

IOS/Android App

Web App

Website

Physical Medium

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**
Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

Comments

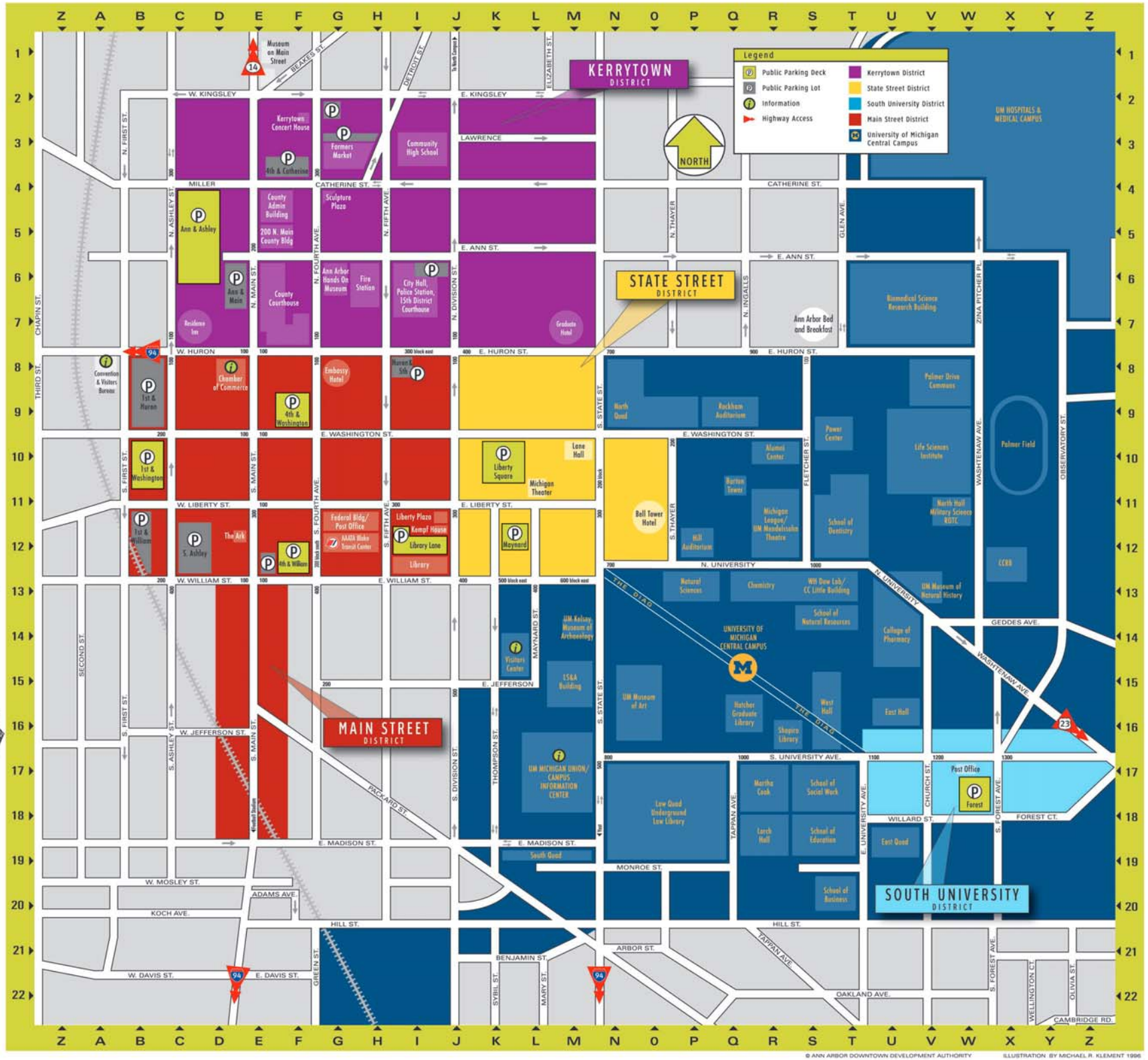
Retail businesses usually take 2 years to reach full market penetration.
It likely will take two years to break-even.

Initial version will have App functionality only but not platform specific apps.
Initial version will have App functionality only but not platform specific apps.
Initial version will have tag ID numbers functionality only.

Transportation and extra labor cost.
To reduce theft and insurance costs, small tracking devices are required.
This is required to integrate & automate the bid payments to the database.
This will help to maximize revenue per app user & help set auction reserve prices.
All Future IT work will be purchased from outside IT vendors.

Art work on display and being transported or shipped must be insured.

It likely will take two years to break-even.

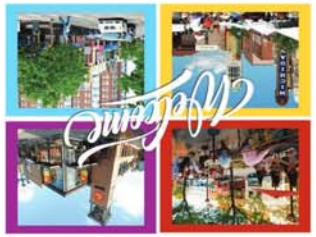


© ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY

ILLUSTRATION BY MICHAEL R. KLEMENT 1996

ANN ARBOR Downtown

DOWNTOWN ANN ARBOR VISITOR MAP



We invite you to discover a downtown dedicated to the art of great living!

FOR ADDITIONAL INFORMATION:

Ann Arbor Area Convention and Visitors Bureau
(734) 995-7281 • www.visitannarbor.org

Republic Parking
(734) 761-7235 • www.rpsa2.com

City of Ann Arbor
www.a2gov.org

University of Michigan Campus Info
(734) 764-INFO (4636)
www.campusinfo.umich.edu

The Ride
(734) 996-0400 • www.theride.org

Visitor map brought to you by the Ann Arbor Downtown Development Authority
(734) 994-6697 • www.A2dda.org

From: Schopieray, Christine
To: "Stephen Lange Ranzini"
Subject: RE: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Date: Monday, March 26, 2018 10:06:00 AM

Good morning Stephen,
We have received your application for the Bloomberg Art Challenge and it has been forwarded to the judging panel.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Stephen Lange Ranzini [mailto:ranzini@university-bank.com]
Sent: Monday, March 26, 2018 12:21 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Kotarski, John <kotarski@pobox.com>; Allison Buck <allisonlbuck13@gmail.com>
Subject: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Importance: High

Hi Christine!
Please find attached the Ann Arbor Rotating Art Gallery Project's Grant Application for the Bloomberg Art Challenge.
Please confirm receipt.
Thanks!

Stephen Lange Ranzini
President & CEO, Northern Michigan Foundation
President & CEO, University Bank* & University Bancorp**
Ann Arbor, MI USA
☎(+1)(734) 741-5858 xt 9226 [desk]
(+1)(734) 741-5859 [fax]
✉ranzini@university-bank.com [email]

* Founded in 1890, University Bank® is the 15th oldest bank headquartered in Michigan. We are proud to have been selected as the "Community Bankers of the Year" by both American Banker magazine and the American Bankers Association and as the second fastest growing business of any type in the Greater Detroit Region by Crain's Detroit Business. As of 12/31/2017, University Bank was managing over $20.8 billion in financial assets for over 120,000 customers and our 401 employees make us the 5th largest bank based in Michigan.

** University Bank is a Member FDIC and an Equal Housing Lender. University Bank is a wholly-owned subsidiary of University Bancorp, which is listed on the OTCQB stock market

under symbol UNIB. We are proud to be noted by American Banker newspaper as the top performing publicly traded bank in the entire United States in 2016 & 2015, based on our return on average equity of 25.25% and 25.21%, respectively. We were also the second highest performing publicly traded community bank in the U.S. based on our 18.75% annual average Return on Equity over the period 2012 to 2014, according to American Banker newspaper. University Bank's five year average Return on Equity is 18.8% and our Return on Equity over the trailing twelve months to 9/30/2017 was 25.3%. For the past 5 years University Bank's annual revenue grew an average of 33.0% and our revenue growth in the first nine months of 2017 was 29.1%.

The American Bankers Association, through its Corporation for American Banking subsidiary, has endorsed University Bank's subsidiary, Midwest Loan Services Inc., to provide residential mortgage subservicing services to member banks and their borrowers nationwide. Midwest is known for friendly, responsive service and industry-leading technology that help lenders retain customers, reduce costs and ensure regulatory and operational compliance. Midwest's mortgage customers have 14x fewer complaints than the industry average according to the Consumer Financial Protection Bureau's complaint database.

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From:	Schopieray, Christine
To:	Lazarus, Howard; "Christopher Taylor"; Taylor, Christopher (Mayor); Harrison, Venita
Subject:	FW: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Date:	Monday, March 26, 2018 10:08:00 AM
Attachments:	NMF Bloomberg Art Challenge Letter-1.pdf Phase One Application Bloomberg Art Challenge Ann Arbor Art Rotating Art Gallery Project.pdf Prototype Samples & Screenshots vFinal.pdf A3 Project Planning Document vFinal.pdf A3 User Requirement Doc vFinal.pdf Ann Arbor Art Rotating Art Gallery Two Year Budget.xls Downtown Ann Arbor Map.pdf
Importance:	High

Good morning To all,
Please find the attached application for the Bloomberg Art Challenge.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Stephen Lange Ranzini [mailto:ranzini@university-bank.com]
Sent: Monday, March 26, 2018 12:21 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Kotarski, John <kotarski@pobox.com>; Allison Buck <allisonlbuck13@gmail.com>
Subject: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Importance: High

Hi Christine!
Please find attached the Ann Arbor Rotating Art Gallery Project's Grant Application for the Bloomberg Art Challenge.
Please confirm receipt.
Thanks!

Stephen Lange Ranzini
President & CEO, Northern Michigan Foundation
President & CEO, University Bank* & University Bancorp**
Ann Arbor, MI USA
☎(+1)(734) 741-5858 xt 9226 [desk]
(+1)(734) 741-5859 [fax]
✉ranzini@university-bank.com [email]

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120,000 customers and our 401 employees make us the 5th largest bank based in Michigan.

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NORTHERN MICHIGAN FOUNDATION
2015 Washtenaw Avenue, Ann Arbor, MI 48104 (734) 741-5858 xt 9226

March 26, 2018

Ms. Christine Schopieray
Executive Assistant to Mayor Christopher Taylor
City of Ann Arbor
Larcom City Hall, Third Floor
301 E. Huron Street
Ann Arbor, MI 48104

Dear Christine:

Please find attached the application of the Ann Arbor Art Rotating Art Gallery for the Bloomberg Philanthropies Public Art Challenge. The Ann Arbor Art or A^3 Project is an innovative and exciting Project that would take the Art Fair from being a once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall for a long weekend, to a year-round event integrated into the daily life of the entire city.

The A^3 Project would showcase the work of the best local artists and by providing them with a platform to engage and sell their art to the public, would infuse more money directly into the hands of local artists so that talented artists can earn a living wage year-round, making our community able to be more inclusive.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

The A^3 Project is already in process of implementation. Winning the Bloomberg Philanthropies Public Art Challenge would dramatically accelerate the implementation of the entire project and all of its proposed functionality.

A^3 Project owns the domain name www.AnnArborArt.org and will market the A^3 Project under the tagline "A^3, Taking Art to a Higher Power!"

If successful, Northern Michigan Foundation would establish a new fund account to serve as the fiduciary for this project.

Sincerely,

Stephen Lange Ranzini
President & Chairman

Northern Michigan Foundation, a 501c3, Non-profit organization, administers:

- the Northern Michigan & Lake County, Michigan Rural Relending Economic Development Funds, programs supported by the U.S. Department of Agriculture;
- the Kids B'Cause™ Fund, which supports non-profits in Washtenaw County that support disadvantaged children, and
- the Joseph Louis Ranzini Charitable Trust Fund, which supports random acts of charitable kindness.

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
City of Ann Arbor, Michigan

Mailing Address

City Hall Street Address
Larcom City Hall, Third Floor
301 E. Huron Street

City
Ann Arbor

State
MI

Zip Code
48104

Population
119,000

Website
www.a2gov.org

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title
Mayor

Prefix
Mr.

First Name
Christopher

Middle Initial

Last Name
Taylor

Email
ctaylor@a2gov.org

Phone
734.794.6165

Month and year current term ends (mm/yy)
11/18

Eligible for another term
Please enter "Yes" or "No"
Yes

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title
Assistant to the Mayor

Prefix
Ms.

First Name
Christine

Middle Initial

Last Name
Schopieray

Email
cschopieray@a2gov.org

Phone
734.794.6161, ext. 41602

Application Details

4. Project Information

Proposed Project Title

Ann Arbor Art Rotating Art Gallery

Proposed Project Description

(300 words maximum)

We propose the creation in Ann Arbor of a rotating public art gallery displaying the work of local artists. The artists would be selected via juried competitions open to all local artists with the nine winners each getting a four month show, so three artists would display their works simultaneously at all times. The art would include sculpture outdoors and other arts indoor. The art would include sculpture outdoors and other arts indoor.

It is a core value of Ann Arbor that we honor and support our artists. Ann Arbor is most famous for its annual Art Fair, the first and biggest street art fair in the United States, which has over 500,000 visitors annually. Our goal is to take the Art Fair from being a long weekend (Thursday through Sunday) once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall, to a year-round event integrated into the daily life of the entire city. One key goal is to increase exposure of local artists displaying at the Ann Arbor Art Fair and increasing their ability to make a living wage year-round from selling their art to the public.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

Civic issue being addressed

(50 words maximum)

1. There is little opportunity now to showcase the work of the best area artists outside of the annual art fair.
2. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

Proposed Project Date Open to the Public

October 31, 2018

Proposed Project End Date

We believe that the Rotating Art Gallery could be self-sustaining since it would earn commissions from the auction of the art work, so our goal is for the project to continue indefinitely into the future. If our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

Total Project Costs

$1,385,000

Total Committed Funds, if any, as of March 2018

Enter $0 if no funds have been committed

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

$1,000,000

5. Project Location(s)

Please select the city(s) that will benefit from this project.

Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

Ann Arbor, MI

As noted above, if our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

The units of government with facilities in downtown Ann Arbor and businesses that are in the downtown development authority area will be solicited to participate in the Rotating Art Gallery Project. See appended list of the names of these businesses and their street address.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

The Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be responsible for creating the

curated content and information displayed in the website and app and coordinating the installation, retrieval, sale and delivery of the artwork displayed, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

The Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be responsible for updating and maintaining the website, app and database underlying the website and app, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

1. Stephen Lange Ranzini, President, CEO & Treasurer, Northern Michigan Foundation (an IRS approved 501(c)3), the fund fiduciary of the project. Mr. Ranzini's full-time job is serving as the President & CEO of University Bank, a bank based in Ann Arbor that manages over $20.8 billion for over 120,000 customers.
2. Freedman & Goldberg, CPAs, who perform accounting and tax related work for Northern Michigan Foundation.
3. Jeff Ringenberg, U-M Professor of Computer Science and Engineering.
4. Diego Rojas Salvador, U-M Computer Science Team Leader.
5. John Callahan, Kalyn Dai, Laura Huang and Laura Vicinanza, U-M Computer Science Team Members.
6. Ann Arbor Art Center, which has agreed in principle to support the project by providing space for the delivery, retrieval and shipping of the art.
7. Chris M. Nielsen, Esq., who has agreed to donate legal services as described above.
8. Matruka Sherman, John Kotarski, Douglas White, Mike Henry and Linda Peck, who have agreed in principle to assist with operation of the installation, retrieval and delivery of the art.
9. Lindsey Hutchins, who has agreed to donate graphic design services as described above.
10. Galileo Processing, which will provide merchant acquiring services to settle art sales for the winning bidders via credit and debit card.

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

Ann Arbor Art Commission, John Kotarski, Chairman
Ann Arbor Art Center, Marie Klopf, President & CEO
Ann Arbor Mayor's Office, Christopher Taylor, Mayor
City of Ann Arbor, Howard Lazarus, City Administrator
*Ann Arbor News, Paula Gardner, Business Reporter
*Ann Arbor Observer, John Hilton, Editor-in-Chief & Patricia Garcia, Publisher
*Google AdWords, Charles Scrase, Google Technical Services & Ann Arbor Site Lead
*University of Michigan, Jim Kosteva, Director of Community Relations
*Washtenaw County, Gregory Dill, County Administrator
*Main Street Area Association (Merchants Association), Maura Thomson, Executive Director
*Kerrytown District (Merchants Association), Karen Farmer, Executive Director
*State Street District (Merchants Association) & Ann Arbor State Street Art Fair, Frances Todoro-Hargreaves, Executive Director
*Ann Arbor Street Art Fair, The Original, Maureen Riley, Executive Director
*The Guild of Artists & Artisans, which manages the Ann Arbor Summer Art Fair, Karen Delhey, Executive Director
*South University Area Association, which manages the Ann Arbor Summer Art Fair, Maggie Ladd, Executive Director

*The role of these organizations has not yet been confirmed, however informal discussion has begun with many of

them. Our plan is to demonstrate the app and website to them once Phase 1 is complete (scheduled for late April) and then obtain their formal commitment to the Project at that time. The businesses in the downtown area of Ann Arbor will be solicited via the three merchant associations listed.

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

1. Northern Michigan Foundation, an IRS approved 501(c)3, will serve as the fund fiduciary of the project. During the implementation phase of the project, Stephen Lange Ranzini, its President & CEO will manage and coordinate the project. His role will be transitioned over time to the Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

2. Diego Rojas Salvador, is serving as the Team Leader for the computer science work to build out and deploy the website and app. His role will be transitioned over time to the Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

Because the fiduciary of the project will be an independent IRS approved 501(c)3, and the role of the city will be limited to a few tasks described below, it will be insulated from any political or executive changes that might occur.

The City of Ann Arbor is managed under a City Manager style government. The City Administrator, Howard Lazarus, or his replacement, if he is replaced by city council, will coordinate day to day activity via his staff for any aspect of the project involving the city of Ann Arbor or its professional staff.

The Mayor of Ann Arbor serves in a role akin to Chairman of the Board of City Council.

The City's role will be limited to:
1. The Ann Arbor Art Commission will provide input into the RFP process for selecting the Artistic Director and the Curator / Webmaster of the Project.
2. The city will provide locations for the display of artwork in city owned buildings and in city parks. Ann Arbor contains 157 municipal parks ranging from small neighborhood green spots to large recreation areas and ultimately each will be a candidate for outside display of art from the Rotating Art Gallery Project.

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?

Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

The Ann Arbor Art Rotating Art Gallery plans to launch a GoFundMe campaign and has discussed securing

grants from the Ann Arbor Area Community Foundation, the Ann Arbor Downtown Development Authority and University Bank, however no firm commitments have yet been received. Each business that opts in to participate by providing gallery space will be asked to donate a portion of the hardware cost for installing gallery quality wall hanging systems in their business. These costs have not yet been specifically determined, but should only be a few hundred dollars per business.

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.

(200 words maximum)

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

(200 words maximum)

We have created a detailed budget (see below).

Retail businesses usually take 2 years to reach full market penetration. We believe that the Ann Arbor Rotating Art Gallery should break-even prior to the end of the second year, therefore to budget conservatively, we have assumed two years of expenses are required to be available to assure the success of the Project. Any excess funds could be spent on additional paid advertising in the local market, further improvement of the technology or in building a permanent endowment for the Project.

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**

Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.

(200 words maximum)

We have three target markets:
1. the local artists who would participate in the juried competitions;
2. the local businesses and units of government that would participate in displaying the art;
3. the local community who would enjoy the art, use the app and website and bid and buy art they love.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

(300 words maximum)

1. We will reach out to local artists via direct mail and email from the four Ann Arbor art guilds that participate in the Annual Street Art Fair, via their Executive Directors, listed above.
2. We will reach out to the local businesses located in the downtown development authority area of Ann Arbor via direct mail and email, and via the three merchant associations and their Executive Directors, listed above.
3. We will market the app and website to the public via press releases, article placements and ads (both in

print and online) in the two local newspapers noted above, via GoogleAd words ads as noted above, and via the information on the tags of the artwork which will be distributed throughout the downtown Ann Arbor area.

In later phases of the project, the artwork will be distributed throughout the Ann Arbor area including the many city parks and businesses outside of the downtown area. Each piece of artwork will have a tag that contains the artwork's ID, a 2-D Barcode that automatically takes the user's browser to the information on that piece and artist, and the web address of the Ann Arbor Art Rotating Art Gallery website.

The functionality of the website and app enables searches that allows users to find additional art by the same artist, or by similar style or media. Results are expressed in Google Maps and can also be searched by what art is nearby me and the results provide the name of the art and artist and how far away it is. Clicking through gives walking directions to that art.

We own the domain name www.AnnArborArt.org and will market the Project under the tagline "A^3, Taking Art to a Higher Power!"

How do you plan to engage communities impacted by this project during its planning, development and implementation?

(300 words maximum)

We are already engaged with the City of Ann Arbor and its art community via the Ann Arbor Art Commission and the Ann Arbor Mayor's Office. We provided a public presentation of the project to the Ann Arbor Art Commission on March 7 2018, which was well received by the Commissioners and the members of the public and project team who were present.

We plan to gain continuous feedback on the design and functionality of the app and website and business plan from local artists, local business owners, merchant associations, art guilds and the various local units of government including the University of Michigan, during the design and build and implementation phases of the project.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Please list each entity on a separate line. (200 words maximum)

Ann Arbor Art Commission
Ann Arbor Art Center
Ann Arbor Mayor's Office
Ann Arbor City Administrator
Ann Arbor News
Ann Arbor Observer
Google (which has a major regional headquarters in Ann Arbor and gives up to $10,000 in free Google advertising per year to area non-profits)

In the second phase of the project we will catalogue and curate all the existing art and notable architecture in Ann Arbor. Potential partners in this endeavor include the University of Michigan, local units of Government and area Businesses.
Ann Arbor has many locations where some quality art exists however it is difficult to find and few people know where these gems are. For example, while the University of Michigan Art Museum is well known, the University of Michigan has an extensive art collection sprinkled throughout its campus. Many private businesses also have purchased works of art over the years at the Ann Arbor Art Fair, which they display.

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

Our goal is to take the Art Fair from being a long weekend once a year event to a year-round event integrated into the daily life of the entire city. Another key goal is to increase exposure of local artists and increasing their ability to make a living wage year-round from selling their art to the public.

Other than the Art Fair juried competition which is open to artists from around the world, Ann Arbor (A^2) has no established prize competition for local artists to compete in and boost their resume. Winning the A^3 prize and having a four month-long show puts them in a better position to win commissions and obtain better recognition for their work.

Because the A^3 app is free, there is no need by the public to spend money to access more art and be able to appreciate it. One of our key goals is make more art more accessible and foster the development of the local art scene. Due to high and rapidly rising prices of homes in A^2, many artists especially young artists who do not yet own their own home, are being forced to move out of A^2 to lower cost communities. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

If our app is successfully deployed here, it will be easy to enable other cities to adopt their own customized version. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

How will you assess the impact of this project?

(250 words maximum)

The Ann Arbor Art Rotating Art Gallery's database can provide dashboard reporting covering the number of page views, the number of apps downloaded, app usage data, the number of art IDs queried from the app or website, the number of bids entered on the art being shown in the juried competitions,), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale), and other key statistics that will help indicate the impact of the Project.

The City of Ann Arbor does an annual survey of its citizens about a wide range of issues, including perception of the local art scene. We will see if the Project has a material impact if the positive perception of the citizens increases.

If the Ann Arbor Art Rotating Art Gallery is able to break-even or even produce a positive annual fund balance increase, it will indicate that the Project is producing a positive economic social good.

If the software app and database are licensed and implemented by other cities, this will indicate that the Project concept can be successful in other locations around the World.

Name the partner(s) you plan to work with on this assessment.

Please list each entity on a separate line. (150 words maximum)

1. Ann Arbor Art Rotating Art Gallery Management Team
2. Ann Arbor Art Commission
3. City of Ann Arbor Mayor's Office and City Administrator

List of Businesses in the Ann Arbor Downtown Development Authority Area:

ANTIQUES AND COLLECTIBLES

ANTELOPE ANTIQUES & COINS
225 E. Liberty

ARCADIAN
11-13 Nickels Arcade

KALEIDOSCOPE BOOKS
200 N. Fourth

TREASURE MART
529 Detroit

ANN ARBOR MAGIC AND SPORTS MEMORABILIA
255 E. Liberty

APPAREL / FOOTWEAR

AMERICAN APPAREL
613 E. Liberty

AYLA
323 S. Main

BIVOUAC
336 S. State

COLLECTED WORKS
303 Detroit

ELMO'S T-SHIRTS
404 E. Liberty

FJALLRAVEN
213 S. Main

FOURTH AVENUE BIRKENSTOCK
209 N. Fourth

FOOTPRINTS
217 S. Main

THE GETUP VINTAGE
215 S. State

KERRYTOWN MARKET & SHOPS
407 N. Fifth Avenue

M-DEN
315 S. Main
304 S. State

MOES SPORTS SHOP
711 N. University

MOOSEJAW
327 S. Main

MOTIVATION
1203 S. University

ORCHID LANE
419 E. Liberty

PERPETUA BOUTIQUE
209 S. Fourth

PITAYA
315 S. State

RENAISSANCE
306 S Main

RUNNING FIT
123 E. Liberty

SAM'S STORE
207 E. Liberty

TODAY CLOTHING
215 S. Fourth

ULRICH'S SPIRIT SHOP
1117 S. University

UNDERGROUND PRINTING
329 S. Main
1114 S. University

URBAN OUTFITTERS
231 S. State

VAHAN'S CLOTHING & TAILORING
315 E. Liberty

VAN BOVEN
326 S. State

VAN BOVEN SHOES
17 Nickels Arcade

VERBENA
309 S. State

BOOKS

ANN ARBOR DISTRICT LIBRARY
343 S. Fifth

AUNT AGATHA'S
213 S. Fourth

COMMON LANGUAGE BOOKSTORE
317 Braun Ct.

CRAZY WISDOM BOOKSTORE AND TEAROOM
114 S. Main

DAWN TREADER BOOKS
514 E. Liberty

LITERATI BOOKSTORE
124 E. Washington

MOTTE & BAILEY BOOKSELLERS
212 N. Fourth

ULRICHS BOOKSTORE
549 E. University

VAULT OF MIDNIGHT
219 S. Main

WEST SIDE BOOK SHOP
113 W. Liberty

CAR / BIKE RENTAL

ARBOR BIKE
Various locations throughout the downtown

ENTERPRISE RENT-A-CAR
438 W. Huron

MAVEN
Various locations throughout the downtown

ZIPCAR
Various locations throughout the downtown

COFFEE

CAFE VERDE
214 N. Fourth

ELIXIR VITAE
326 Maynard

ESPRESSO ROYALE CAFE
214 S. Main
324 S. State
1101 S. University

LAB COFFEE
505 E. Liberty

MIGHTY GOOD COFFEE
217 N. Main
1335 S. University

MOMO TEA
1213 S. University

ROOSROAST
117 E Liberty

STARBUCKS
300 S. Main
222 S. State
1214 S. University

SHINOLA
301 S. Main

SWEETWATERS COFFEE AND TEA
604 E. Liberty
123 W. Washington

TEA HAUS
204 N. Fourth

ENTERTAINMENT / MUSIC / DANCE

ANN ARBOR COMEDY SHOWCASE
212 S. Fourth

THE ARK
316 S. Main

THE BLIND PIG
208 S. First

C.A.S. BALLET THEATRE
548 Church

CAVERN CLUB AND CIRCUS BAR
210 S. First

DANCE THEATRE STUDIO
711 N. University

FRIENDS KARAOKE
621 Church

KERRYTOWN CONCERT HOUSE
415 N. Fourth

LIVE
102 S. First

MICHIGAN THEATER
603 E. Liberty

NECTO NIGHTCLUB
516 E. Liberty

PINBALL PETE'S
1214 S. University

STATE THEATER
233 S. State

SYLVIA'S STUDIO OF DANCE
525 E. Liberty

EYE GLASSES AND CONTACTS

BENNETT OPTOMETRY
117 S. Main

SEE
308 S. State

FITNESS

ANN ARBOR SCHOOL OF YOGA
420 W. Huron

ANN ARBOR YMCA
400 W. Washington

ASIAN MARTIAL ARTS STUDIO
208 S. Fourth

THE BARRE CODE
500 E. Washington

KEITH HAFNER'S KARATE
214 S. Main

SPARROW FITNESS
407 N. Fifth Avenue

VIE: FITNESS AND SPA
209 S. Ashley

FLOWERS

CHELSEA FLOWER SHOP
203 E. Liberty

LILY'S GARDEN
414 Detroit

TOM THOMPSON FLOWERS
504 S. Main

UNIVERSITY FLOWERS
7 Nickels Arcade, 326 S. State

GALLERIES AND MUSEUMS

ANN ARBOR ART CENTER
117 W. Liberty

ANN ARBOR HANDS-ON MUSEUM
220 E. Ann

KEMPF HOUSE CENTER FOR LOCAL HISTORY
312 S. Division

WASHTENAW COUNTY HISTORICAL SOCIETY
500 N. Main

STUDIO 16
326 S. State

WORK
306 S. State

WSG GALLERY
306 S. Main

GIFTS / SPECIALTY SHOPS

16 HANDS
407 N. Fifth Avenue

42 DEGREES
615½ E. William

ANN ARBOR MAGIC SHOP
255 E. Liberty

ANN ARBOR SPICE MERCHANTS
407 N. Fifth Avenue

THE BEAD GALLERY
311 E. Liberty

BED & BUTTER
333 S. Main

BONGZ & THONGZ
119 E. Liberty

CAMPUS BIKE SHOP
336 Maynard

CARAVAN GIFT SHOP
1-3 Nickels Arcade, 326 S. State

CAROL ROEDA STUDIO
319 S. Main

CATCHING FIREFLIES
419 Detroit

CHERRY REPUBLIC
223 S. Main

DOGMA CATMANTOO
208 N. Fourth

ENCORE RECORDS
417 E. Liberty

FOUND
407 N. Fifth Avenue

FUSTINI'S OILS & VINEGARS
407 N. Fifth Avenue

FOUR DIRECTIONS
211 S. Main

GAME ON
310 S. State

GET CURIOUS WITH SAFETYGIRL
119 E. Liberty

GROOVE YARD
320 S. State

HEAVENLY METAL
207 E. Ann

HIMALAYAN BAZAAR
218 S. Main

HOLLANDERS SPECIALTY PAPER
407 N. Fifth

LAUNCH BOARD SHOP
1200 S. University

LILY GRACE COSMETICS
306 S. Main

LUCKY MONKEY
308 S. Ashley

MUDPUDDLES TOY SHOP
407 N. Fifth Avenue

PEACEABLE KINGDOM
210 S. Main

PRINCESS DESIGNS JEWELRY & ROCK SHOP
407 N. Fifth Avenue

ROCK PAPER SCISSORS
216 S. Main

SHINOLA
301 S. Main

SPUN
407 N. Fifth Avenue

STAIRWAY TO HEAVEN
340 S. State

TEN THOUSAND VILLAGES
303 S. Main

TRANSITION RACK
217 S. Fourth

WIRELESS ZONE, VERIZON
212 S. Main

WAZOO RECORDS
336½ S. State

WILD SIDE SMOKE SHOP
209 E. Liberty

GROCERIES / SPECIALTY MARKETS

ARGUS FARM STOP
325 W. Liberty

BABO MARKET
403 E. Washington

BABO REAL FOOD FAST
12 Nickels Arcade, 326 S. State

BY THE POUND
615 S. Main

CHAMPION'S PARTY STORE
1227 S. University

CUPCAKE STATION
116 E. Liberty

DIAG PARTY STORE
340 S. State

DURHAM'S TRACKLEMENTS AND SMOKERY
407 N. Fifth Avenue

EVERYDAY WINES
407 N. Fifth Avenue

MONAHAN'S SEAFOOD MARKET
407 N. Fifth Avenue

PEOPLE'S FOOD COOPERATIVE
216 N. Fourth

REPLENISH
619 E University

7-ELEVEN
318 S State
1300 S. University

SCHAKOLAD CHOCOLATE FACTORY
110 E. Washington

SPARROW MEATS & PRODUCE
407 N. Fifth Avenue

HOME FURNISHINGS

DOWNTOWN HOME & GARDEN
210 S. Ashley

KING'S CHOSEN
317 S. Main

MIR'S ORIENTAL RUGS
331 S. Main

THREE CHAIRS
215 S. Ashley

LODGING

ANN ARBOR BED AND BREAKFAST
921 E. Huron

BELL TOWER HOTEL
300 S. Thayer

BELLANINA GUEST HOUSE
409 N. Fourth

EMBASSY HOTEL
200 E. Huron

GRADUATE HOTEL
615 E. Huron

RESIDENCE INN
120 W. Huron

JEWELRY

ABRACADABRA JEWELRY/GEM GALLERY
205 E. Liberty

CHRIS PETERSEN JEWELRY DESIGN
306 S. Main

SCHLANDERER & SONS
208 S. Main

URBAN JEWELERS
215 S. Main

PHARMACIES

CVS
209 S. State

WALGREENS
317 S. State

RESTAURANTS / BARS

AFTERNOON DELIGHT
251 E. Liberty

ALLEY BAR
112 W. Liberty

AMER'S
312-314 S. State
611 Church

\AUT\BAR
Braun Court

AMA BISTRO
215 S. State

AMADEUS CAFE
122 E. Washington

ANTHONY'S GOURMET PIZZA
621 S. Main

ARBOR BREWING CO.
114 E. Washington

THE ARENA
203 E. Washington

ARGERIOS ITALIAN RESTAURANT
300 Detroit

ASHLEY'S
338 S. State

ASIAN LEGEND
516 E. William

AVENTURA
216 Washington

AYAKA
1205 S. University

BABS' UNDERGROUND LOUNGE
213 S. Ashley

THE BACK ALLEY GOURMET
611 S. Main

BACK ROOM
605 Church

BACK2ROOTS BISTRO
108 S. Main

BANDITOS
216 S. Fourth

BAR LOUIE
401 E. Liberty

bd's MONGOLIAN GRILL
200 S. Main

BEER GROTTO
303 S. Ashley

BELLY DELI
1317 S. University

BEN & JERRY'S
304 S. State

BLACK PEARL
302 S. Main

BLANK SLATE CREAMERY
300 W. Liberty

BLIMPY BURGER
304 S. Ashley

THE BLUE LEPRECHAN
1220 S. University

BLUE NILE
221 E. Washington

BLUE TRACTOR
207 E. Washington

BROKEN EGG
221 N. Main

BROWN JUG
1204 S. University

BRUEGGER'S BAGELS
709 N. University

BTB CANTINA
1140 S. University

BUBBLE ISLAND
1220 S. University

BUFFALO WILD WINGS
205 S. State

BURGERFI
1235 S. University

CAFÉ FELIX
204 S. Main

CAFÉ ZOLA
112 W. Washington

CHINA GATE
1201 S University

CHIPOTLE MEXICAN GRILL
235 S. State

CHOP HOUSE/LA DOLCE VITA
322 S. Main

CLOVERLEAF RESTAURANT
201 E. Liberty

CONOR O'NEILL'S IRISH PUB
318 S. Main

COTTAGE INN
512 E. William

THE EARLE
121 W. Washington

EARTHEN JAR
311 S. Fifth

EASTERN FLAME
304 S. Ashley

ELEVATION BURGER
529 E. Liberty

EVE THE RESTAURANT
300 S. Thayer

FLEETWOOD DINER
300 S. Ashley

FRANK'S RESTAURANT
334 Maynard

FRITA BATIDOS
117 W. Washington

GOOD TIME CHARLEY'S
1140 S. University

GRANGE KITCHEN & BAR
118 W. Liberty

GRATZI
326 S. Main

GRIZZLY PEAK BREWING CO.
120 W. Washington

HAPPY TERIYAKI
314 Detroit

HEIDELBERG
215 N. Main

HOP CAT
311 Maynard

HUNTER HOUSE
609 E. William

ISALITA
341 E. Liberty

JAMAICAN JERK PIT
314 S. Thayer

JC RICH KOREAN RESTAURANT
1313 S. University

JIMMY JOHNS
324 S. State
1207 S. University

JERUSALEM GARDEN
314 E. Liberty

JOLLY PUMPKIN
311 S. Main

KANG'S KOREAN RESTAURANT
1327 S. University

KNIGHTS
600 E. Liberty

KOSMO
407 N. Fifth Avenue

THE LAST WORD
301 W. Huron

LE DOG
306 S. Main

LOGAN AN AMERICAN RESTAURANT
115 W. Washington

LUCKY KITCHEN
611 E. University

THE LUNCH ROOM
407 N. Fifth Avenue

MADRAS MASALA
328 Maynard

MAIZE N BLUE DELI
106 E. Liberty
1329 S. University

MANI OSTERIA
341 E. Liberty

MARK'S CARTS
210 S. Ashley

MARNEE THAI
414 S. Main

MASH BAR
211 E. Washington

MELANGE BISTRO
312 S. Main

MEZES GRILL
715 N. University

MEZZEVINO
120 E. Liberty

MIKI
106 S. First

NEOPAPALIS
500 E. William

NEW YORK PIZZA DEPOT
605 E. William

NOODLES
320 S. State

NO THAI
226 N. Fourth
1300 S. University, Suite 3

OASIS DELI
1104 S. University

OLD TOWN
122 W. Liberty

THE OLD GERMAN
120 W. Washington

PACIFIC RIM
114 W. Liberty

PALIO
347 S. Main

PANCHEROS
1208 S. University

PIEOLOGY PIZZERIA
620 E. Liberty

PITA KABOB GRILL
619 E. William

THE PITA PIT
615 E. University

PIZZA HOUSE
618 Church

PIZZA PINO
221 W. Liberty

POTBELLY SANDWICH WORKS
300 S. State

PRETZEL BELL
226 S. Main

PRICKLY PEAR CAFÉ
328 S. Main

RATHSKELLER
215 N. Main

RAVENS CLUB
207 S. Main

RAY'S RED HOTS
629 E. University

REAL SEAFOOD CO.
341 S. Main

RED HAWK BAR & GRILL
316 S. State

REVIVE
619 E. University

RICK'S AMERICAN CAFÉ
611 Church

RUTH'S CHRIS STEAKHOUSE
314 S. Fourth

SABOR LATINO
211 N. Main

SADAKO
1321 S. University

SAIGON GARDEN
1220 S. University

SALADS UP
611 E. Liberty

SAN FU
625 S. Main

SAVA'S
216 S. State

SILVIO'S ORGANIC PIZZA
715 N. University

SCOREKEEPERS
310 Maynard

SHALIMAR
307 S. Main

SLURPING TURTLE
608 E. Liberty

SOTTINI'S SUB SHOP
205 S. Fourth

SPARROW LUNCH COUNTER
407 N. Fifth Avenue

SPENCER
113 E. Liberty

THE STUDY HALL LOUNGE
1220 S. University

SUBWAY
1319 S. University
411 E. Washington

SUSHI.COME
715 N. University

SUVAI PALACE
400 S. Division

TASTE KITCHEN
521 E. Liberty

TIM HORTONS
1300 S. University

TIOS
401 E. Liberty

TK WU
510 E. Liberty

TOMUKUN NOODLE BAR AND RESTAURANT
505 E. Liberty

TOTORO
215 S. State

TROPICAL SMOOTHIE
607 E. Liberty

UNIVERSITY CAFÉ
621 Church

VINOLOGY
110 S. Main

WEST END GRILL
120 W. Liberty

WHICH WICH
301 E. Liberty

ZINGERMAN'S DELI
422 Detroit

ZINGERMAN'S NEXT DOOR
422 Detroit

SALONS/BARBERS/SPAS/MASSAGE

ANNEKE'S HAIR & COMPANY
221 S. Main

ARCADE BARBERS
6 Nickels Arcade, 326 S. State

BELLANINA DAY SPA
201 N. Fourth

CAMPUS BARBER AND BEAUTY
524 E. William

CHURCH STREET BARBERS
607 Church

DASCOLA BARBERS
304 ½ S. State

DA VINCI'S SALON
305 S. Main

DOUGLAS J AVEDA INSTITUTE
333 Maynard

DOUGLAS J SALON
500 E. Liberty

ENCORE STUDIO
407 N. Fifth Avenue

GRATEFUL DREADS
409 ½ N. Fourth

JESSICA'S SKIN & BODY APOTHECARY
301 N. Fifth

METAMORPHOSIS
255 E. Liberty, Suite 231

MICHAEL SUSANNE HAIR STUDIO
303 Detroit

NEW AGE SALON
347 Maynard

NOGGINZ
1214 S. University

ORBIT HAIR DESIGN
334½ S. State

POLISHED
1115 S. University

PURA VIDA COLOR STUDIO
207 S. Fourth

RELAX STATION
300 W. Huron

RUB
214 S. Main, Suite 201

SALON FRAXURE
338 S. Ashley

SALON VERTIGO
212 S. Fourth

SALON VOX
115 W. Liberty

SALON XL
208 E. Washington

TAYLOR & COLT
601 E. Liberty

THE WAX LOFT
1103 S. University

VICKI'S WASH & WEAR HAIRCUTS
207 E. Ann

WEEGEE HAIR SALON
514 E. William

OTHER SERVICES

ANN ARBOR SHOE REPAIR
619 S. Main

ANN ARBOR STATE BANK
125 W. William

BANK OF ANN ARBOR
125 S. Fifth

BOERSMA TRAVEL
12 Nickels Arcade, 326 S. State

COMERICA BANK
101 N. Main
314 E. Washington
777 N. University

DOLLAR BILL COPYING
611 Church

EUREKA CLEANERS
308 N Main
1305 S. University

FEDEX KINKO'S
505 E. Liberty

GOLD BOND CLEANERS
322 Maynard

HUNTINGTON BANK
616 E. Liberty

KEY BANK
100 S. Main

KOLOSSOS PRINTING
301 E. Liberty
1214 S. University

PARK SHOE REPAIR
120 N. Fourth

PNC
1100 S. University
407 N. Fifth Avenue (ATM)

SUN TAN CITY
627 S. Main

U OF M CREDIT UNION
333 E. William

US POST OFFICE
200 E. Liberty

US POST OFFICE
1214 S. University

VOGEL'S LOCK AND SAFE
113 W. Washington

Ann Arbor Art Prototype Sample

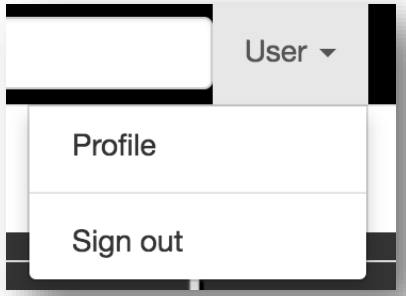
Navigation Bar – Not Signed In

Navigation Bar – Signed In

Summary – All of our pages will have a uniform navigation bar on the top for users to navigate to specific pages with ease. The logo *Ann Arbor Art* will redirect to our homepage. List, Map, and Artist tabs will link to the appropriate pages to display the list of art, map, and list of artists. The Search bar upon hitting enter will link to the page with artwork or artists that are related to keywords. We want our users to be able to search our website content from anywhere on the application.

The right side of our navigation will depend on if a user is signed in or not. If not signed in, a Google Sign In button will be present which will redirect the user to sign in with Google and then redirect to our homepage.

If the user is signed in, there will be a User dropdown menu that will link to the user's profile page and the Sign Out button. Any extra user functions we add will most likely be linked to this dropdown in the future.

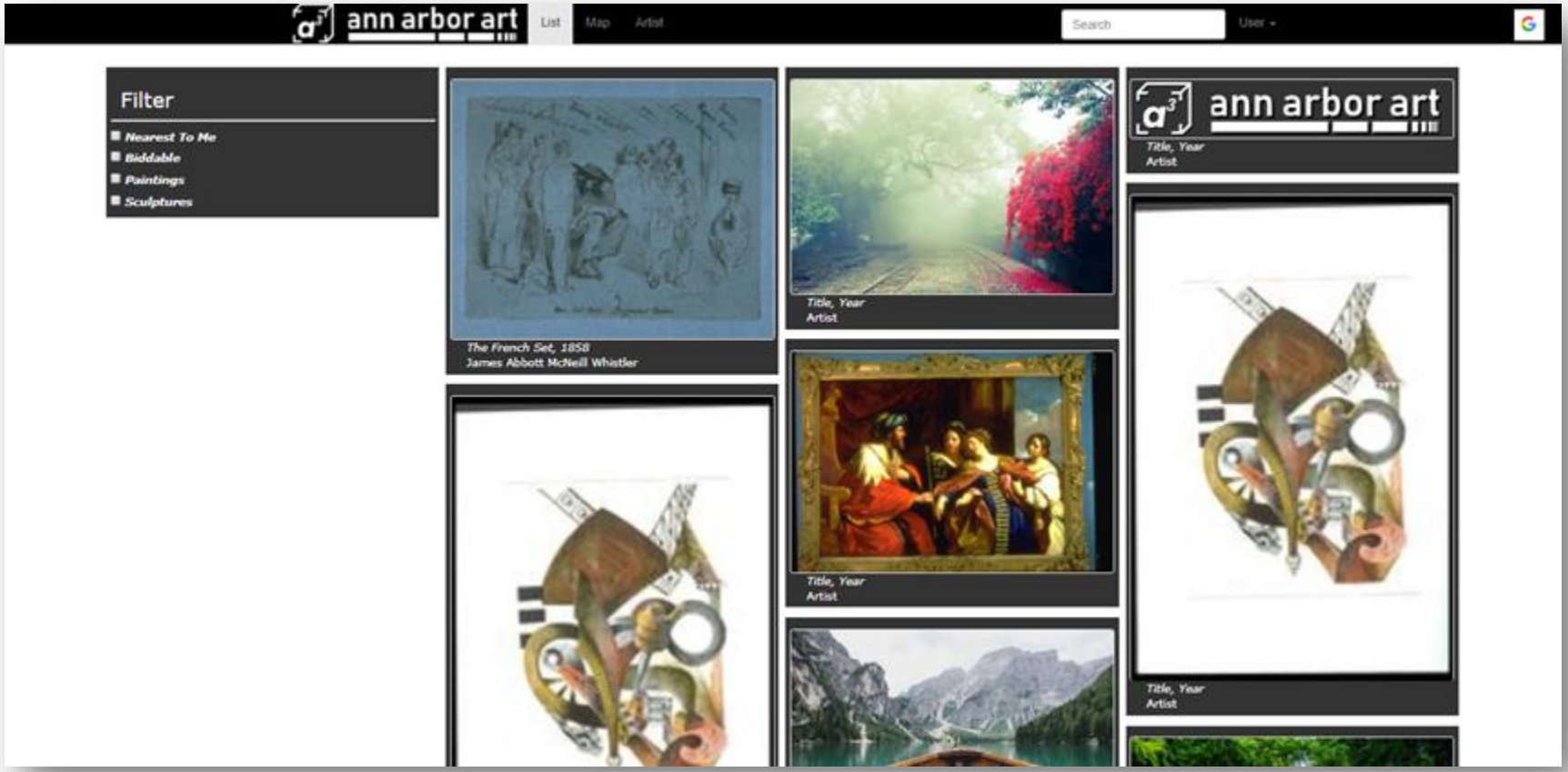


Scalability – Mobile Capability

Shrinking a web browser or displaying the application in any mobile device will adjust the navigation bar to access all functionality in a tidy view of a general dropdown as shown below. Pressing the dropdown will show us our original tabs.

Navigation Bar – Mobile Version

Ann Arbor Art Prototype Sample

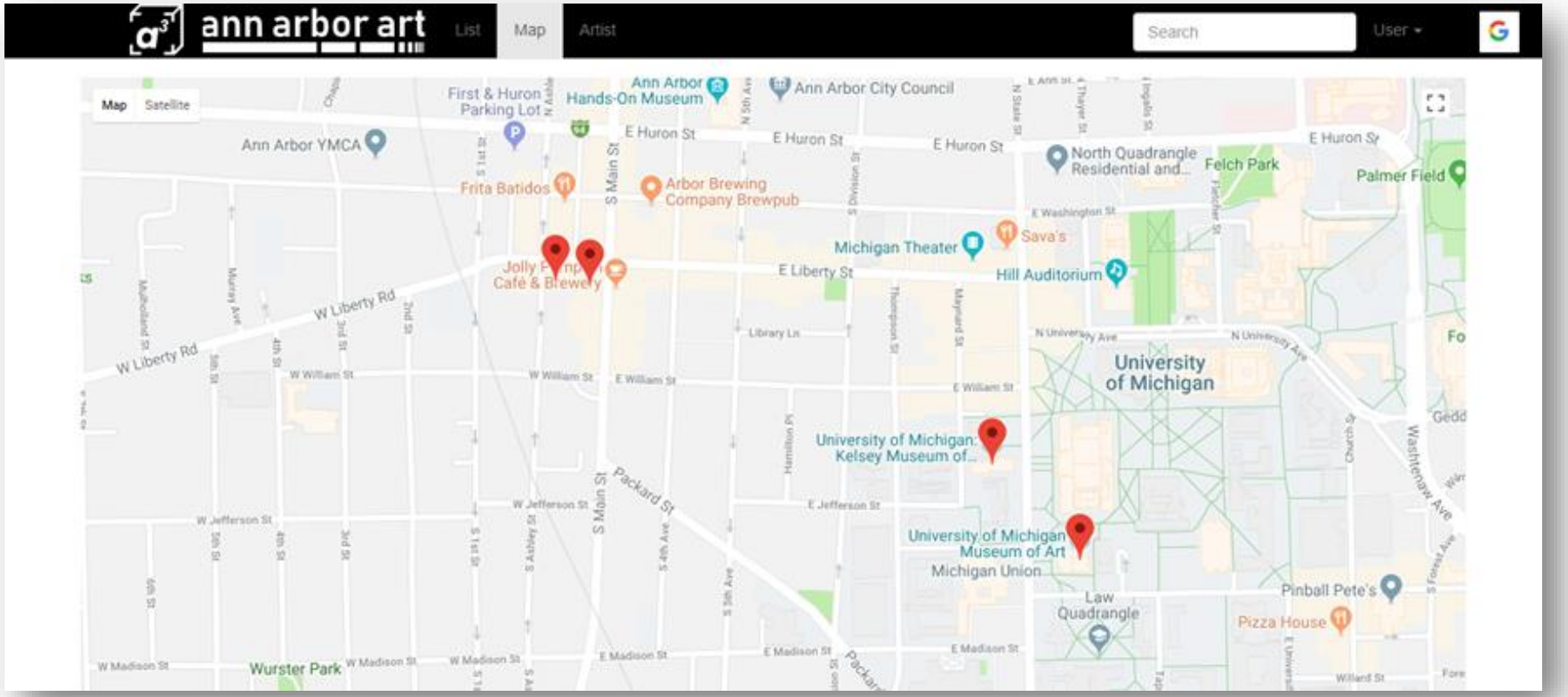


Website View of Ann Arbor Art Homepage – List View

The homepage for Ann Arbor Art was initially going to open up in the form of a map, much like Google Maps, but after creating a prototype of the application, we found the design much more appealing if we opened up with the nearby art view instead. Both user dropdown and sign in button are present in the screenshots above and on the following prototype sample images for reference but both will not be present at the same time during a user experience.

The filter on the left-hand side is present to sort certain types of artwork that a user may be interested in. Different types of artwork – e.g., painting, sculptures, will be added on at a later time if we find it necessary. Each artwork has a small thumbnail and a brief identification with the name of the piece, name of author, and the year created. Clicking anywhere on the grey box outlining each art piece will take us to that art's information page.

Ann Arbor Art Prototype Sample

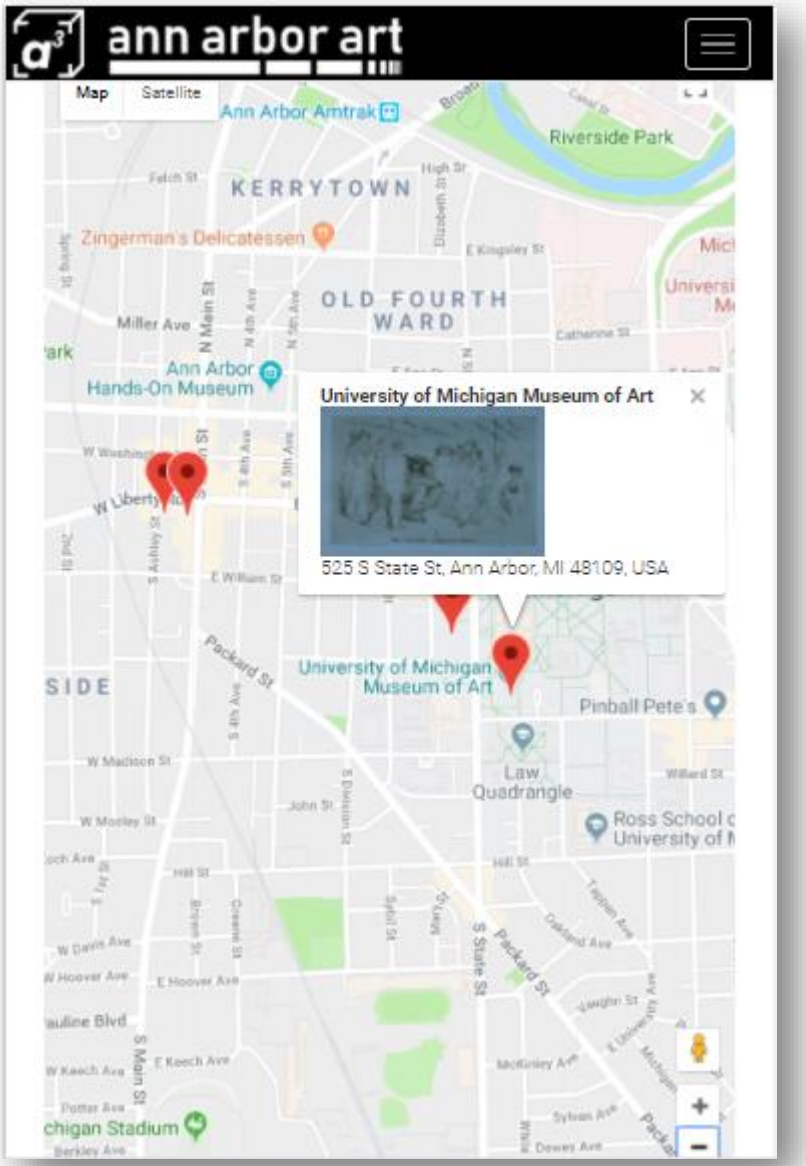


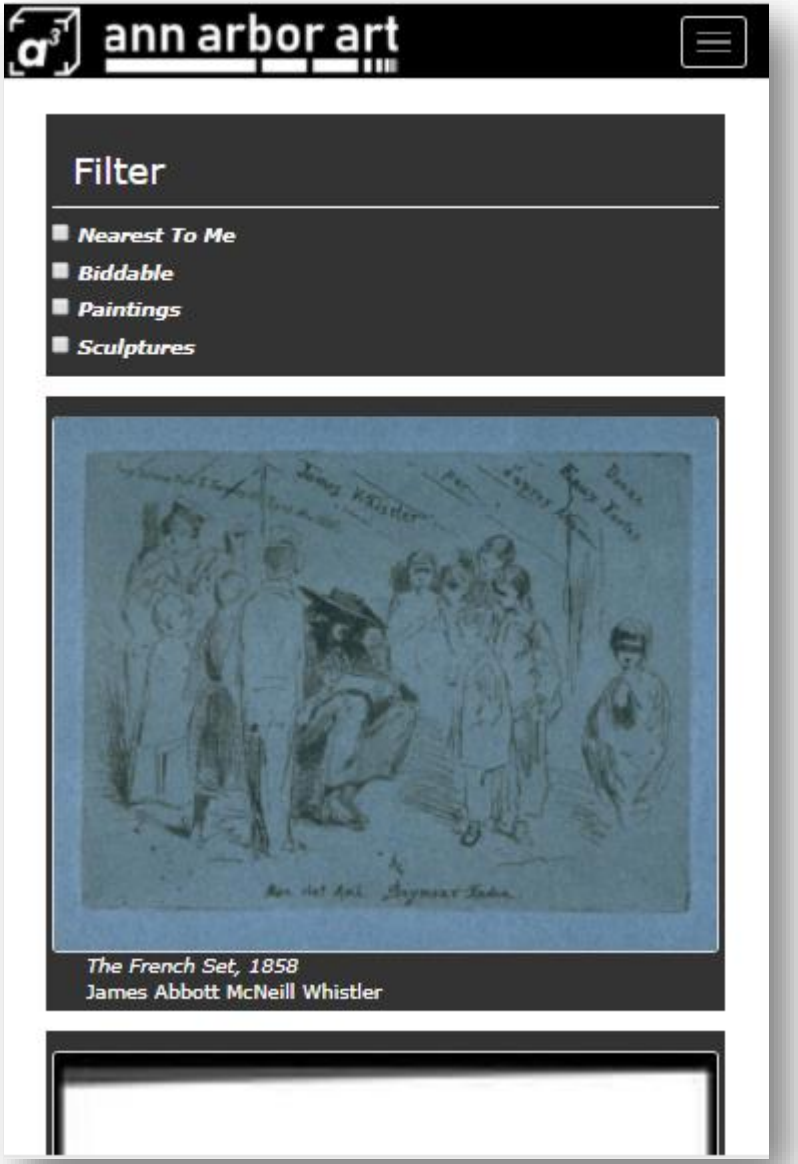
Website View of Ann Arbor Art – Map View

The map view of the application is taken from Google Maps but will pins from our database of nearby artwork. The purpose for the additional map view on top of the list is for users who want to explore Ann Arbor, but they don't have the bearings of street names and their current location from the art they want to view. The red pins on the map are clickable and the thumbnail and details will pop up in which the user can click on the thumbnail to navigate them to the art's informational page.

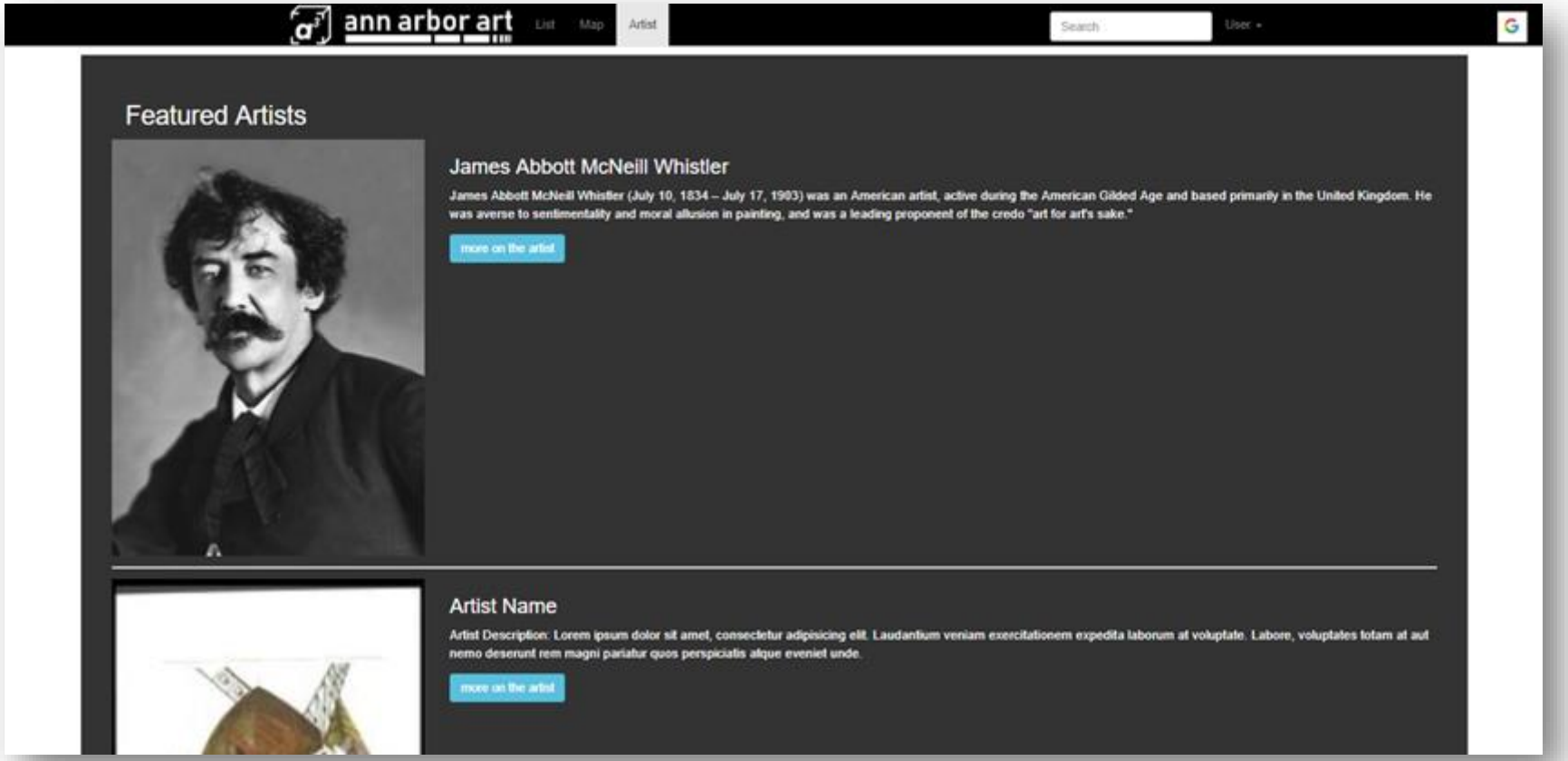
Ann Arbor Art Prototype Sample

Mobile View of Map and List View – Scalability





Ann Arbor Art Prototype Sample

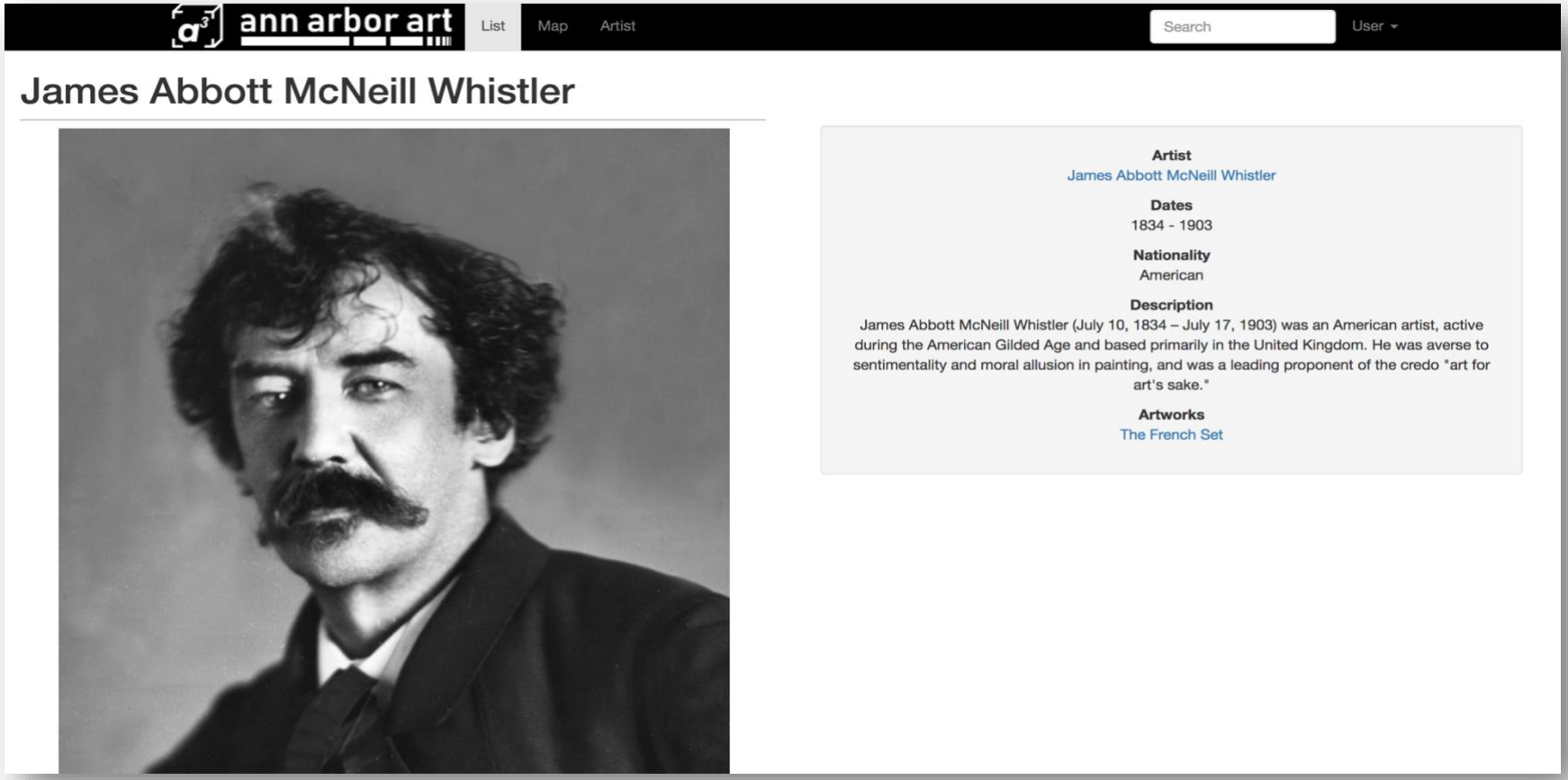


Website View of Ann Arbor Art – Artist List Page

For users who like to follow specific artists, the artist page shows either a picture of the artist or an art piece they have done on the right. For the main body, the header is the artist name followed by a birthday to date of death if necessary. Following those information, the description of a user. The blue button is there for users to click will lead them to the artist's informational page.

This artist page has two use cases. One is for users who like to find popular known artists on the application and two, for users who would like to explore new artists to follow.

Ann Arbor Art Prototype Sample

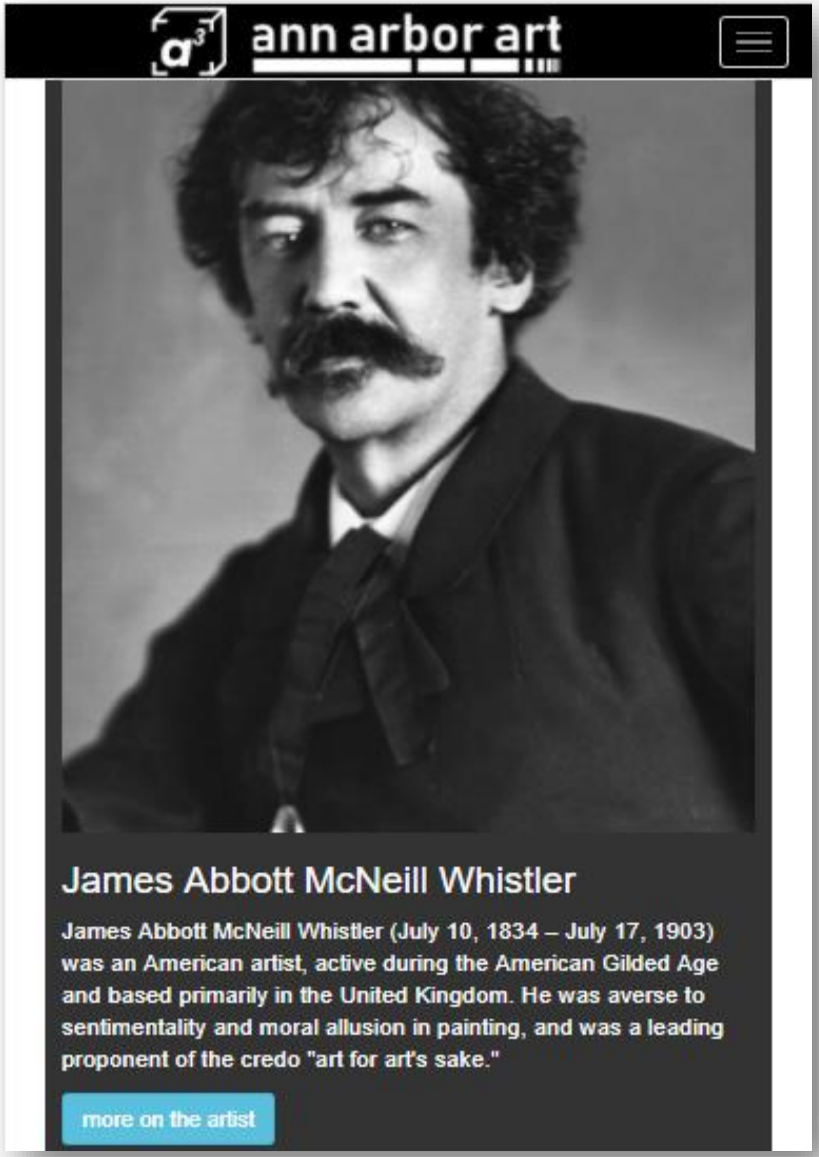


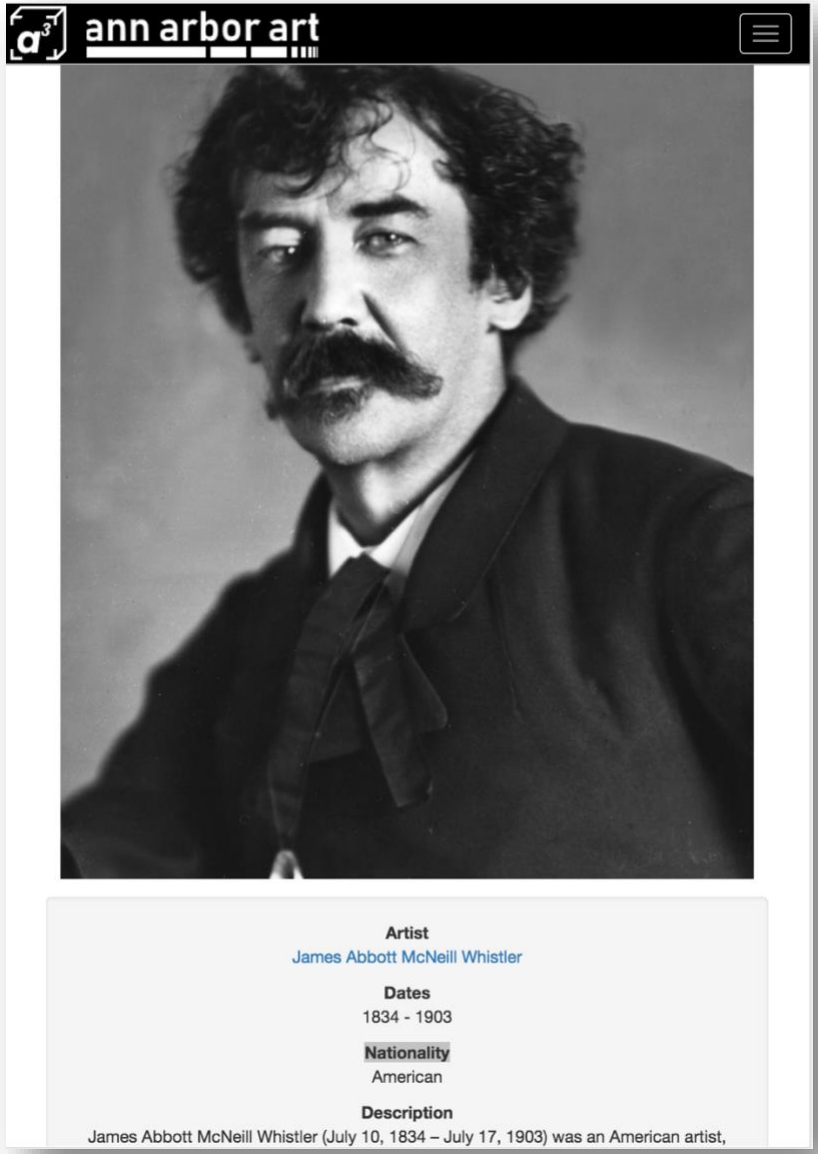
Website View of Ann Arbor Art – Artist's Information Page

This page gives the details of a particular artists with a full description and minor details. Any new detail category can be added at a later time if we find anything worth adding on the artist. Under Artworks, they contain all art pieces an artist has done which will link to the corresponding art informational page. In the future, we want to replace the art piece name with a thumbnail photo instead for users who remember art by sight and not by title.

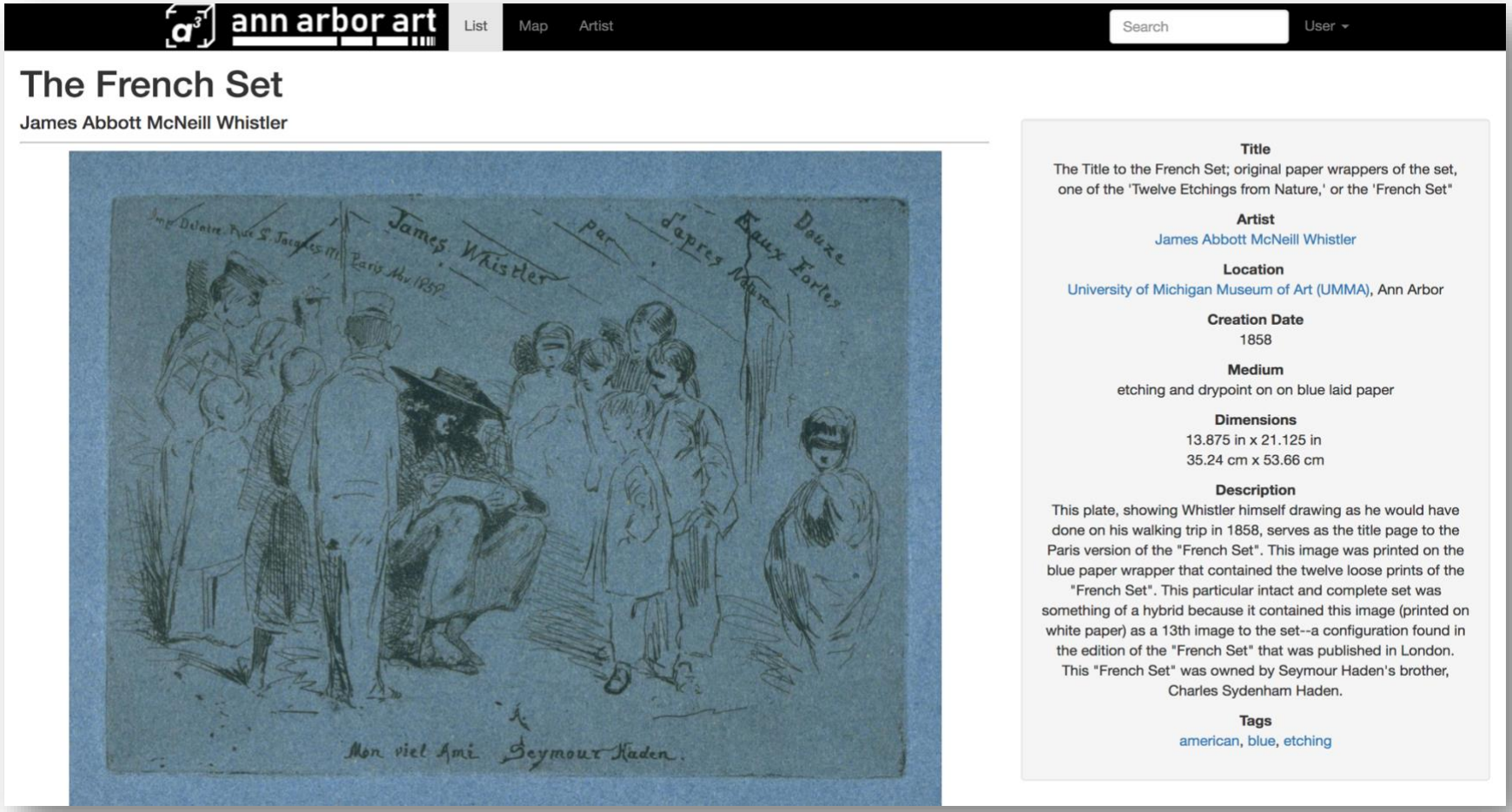
Ann Arbor Art Prototype Sample

Mobile View of Artist List and Artist's Information Page – Scalability





Ann Arbor Art Prototype Sample

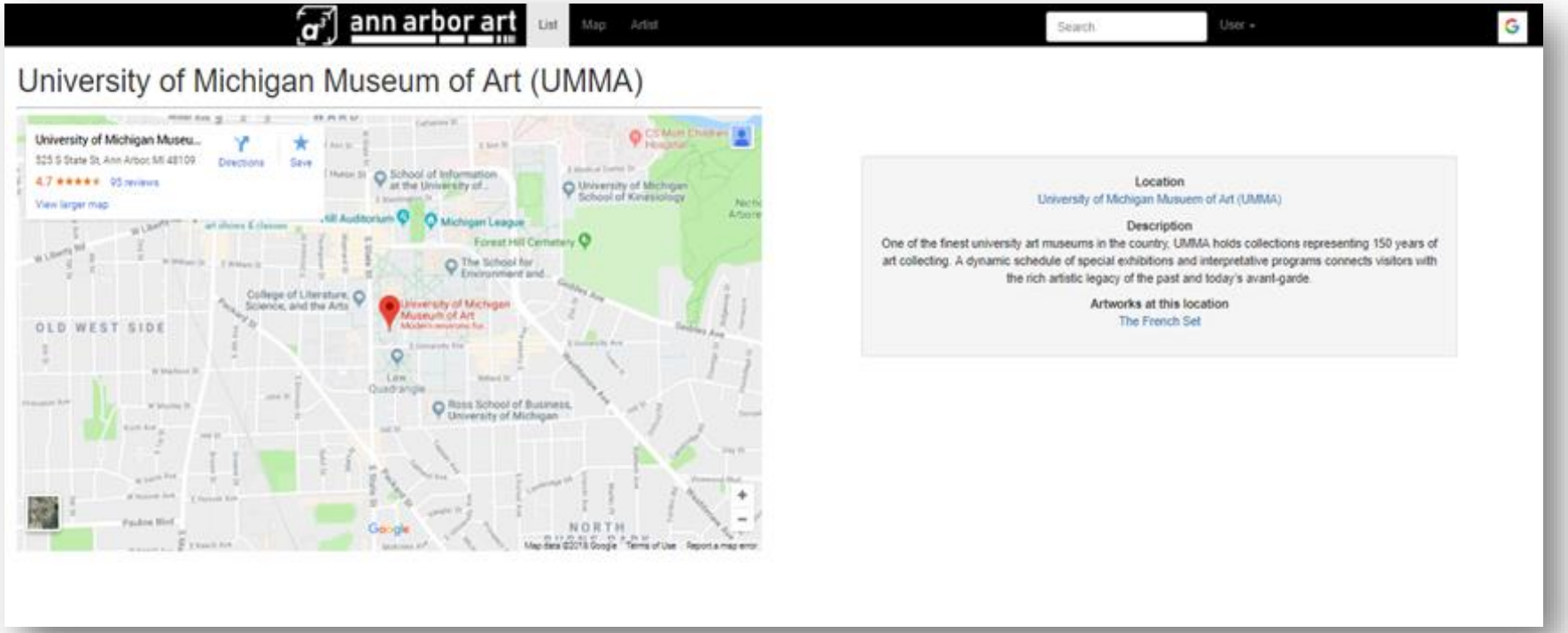


Website View of Ann Arbor Art – Art Info Page

This page is the bulk of our database in collecting art information. The main image of the art piece is default and currently only one image is shown of the art piece. In the future, we plan to make it, so users can scroll through different images of the art piece. On the right, different titles of the art piece are shown, including details like artist – which is linked to the artist's informational page.

If an art piece is biddable or on sale, the current bid price and the option to bid will show up on this page as well which if a user wants to bid, will lead to a secure transaction page to place a bid.

Ann Arbor Art Prototype Sample



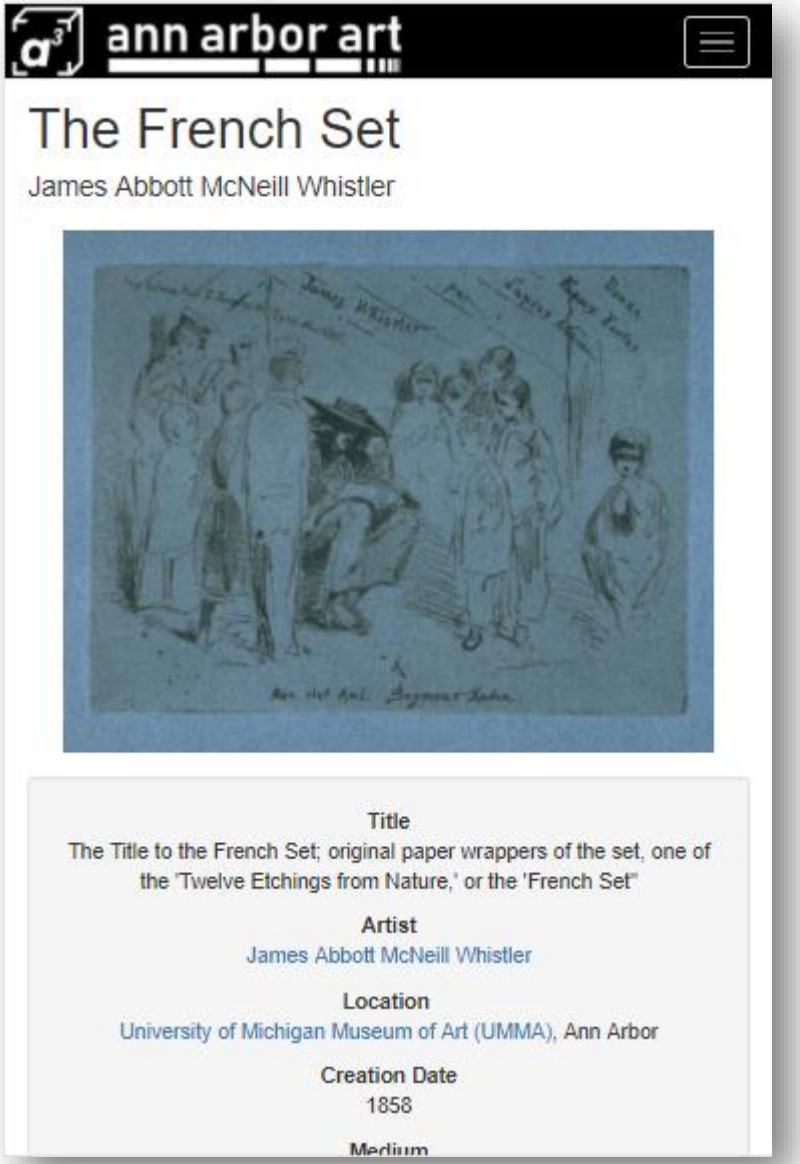
Website View of Ann Arbor Art – Location's Information Page

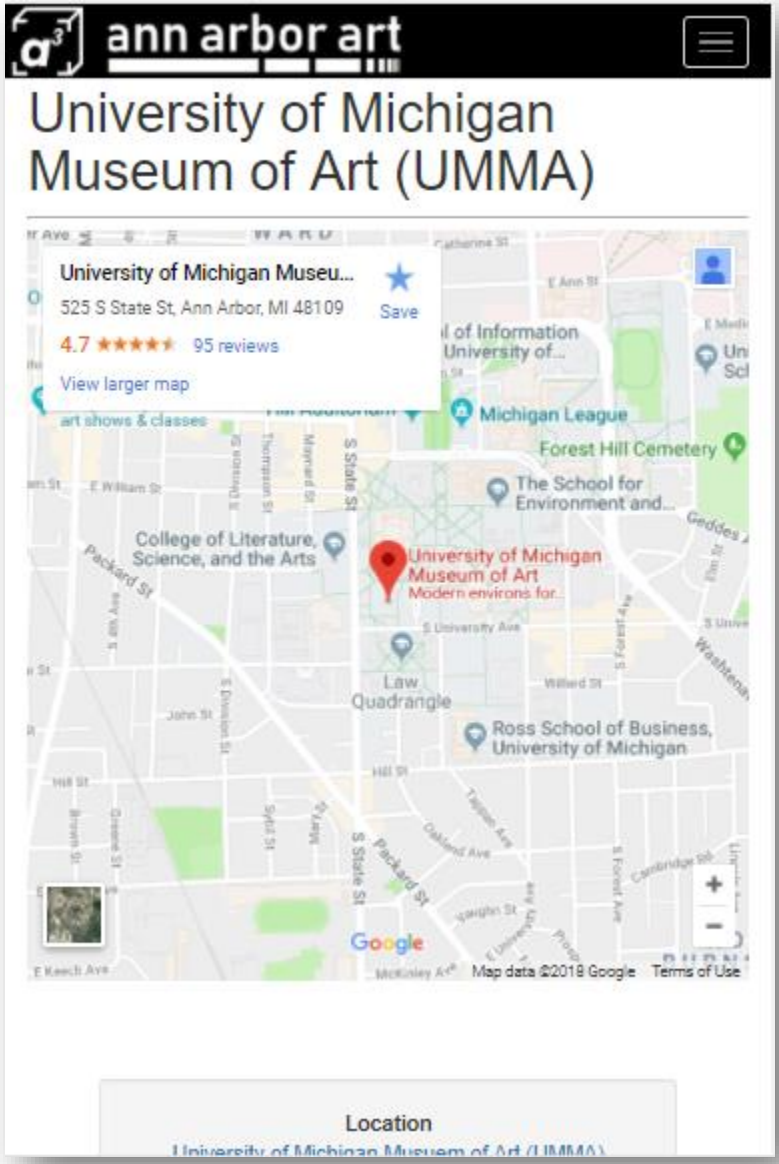
The purpose of this page is to showcase Ann Arbor's art galleries, museums, and even coffee shops that display local artist's art work to promote users to go to these locations to enjoy service provided at these locations and/or look at art pieces they may be interested in. Another use is for Ann Arbor visitors and art lovers to explore the city without knowing too much about Ann Arbor.

The page has a smaller version of the map view with the map centered at the location's pin. From there, using Google Maps, a user can find directions to the location. Our information box displays the name of the location and a detailed description of the history of the location and what it's known for. In addition, these locations may hold many art pieces so for user's convenience, a list of artworks is shown with a link to the art's information page. Just like the artist's information page, we plan to make the artwork names into thumbnails.

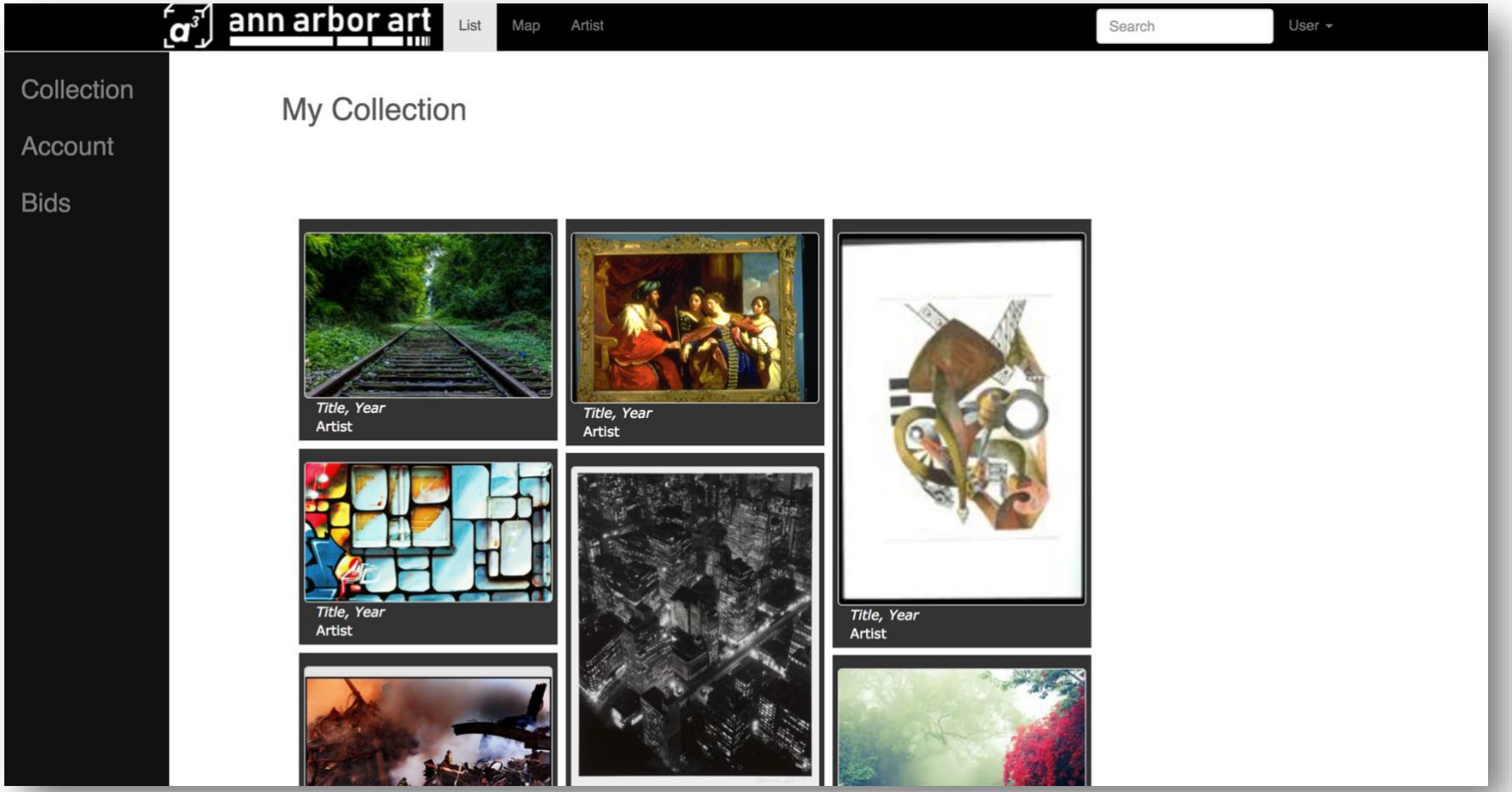
Ann Arbor Art Prototype Sample

Mobile View of Art Information and Location Information Page – Scalability



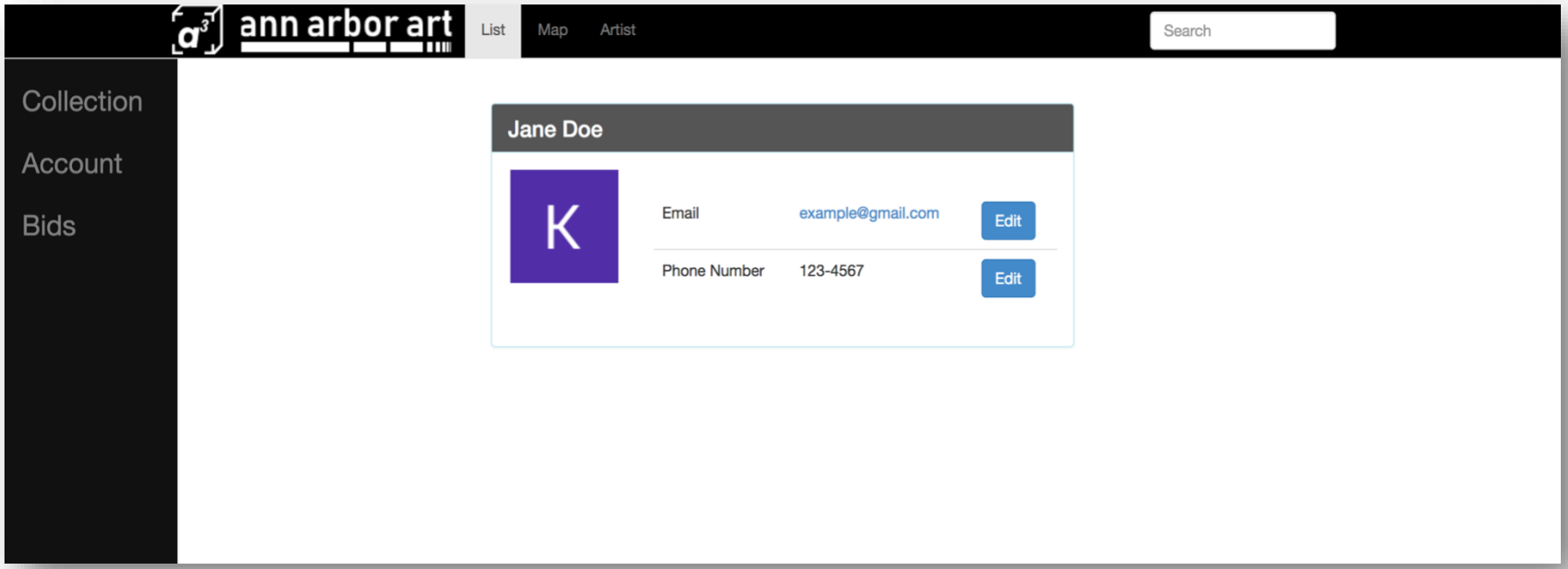


Ann Arbor Art Prototype Sample



Website View of Ann Arbor Art – User's Art Collection Page

Upon clicking the user's profile dropdown option, a left sidebar will appear and lead the user to their art collection page which is displaying all current favorites from the user. The images will lead to the corresponding art's informational page. The side bar on the left also has other pages available to a user logged in such as their account details and their past bids which will include all bid information regardless if they won or have been out bid on an art piece.

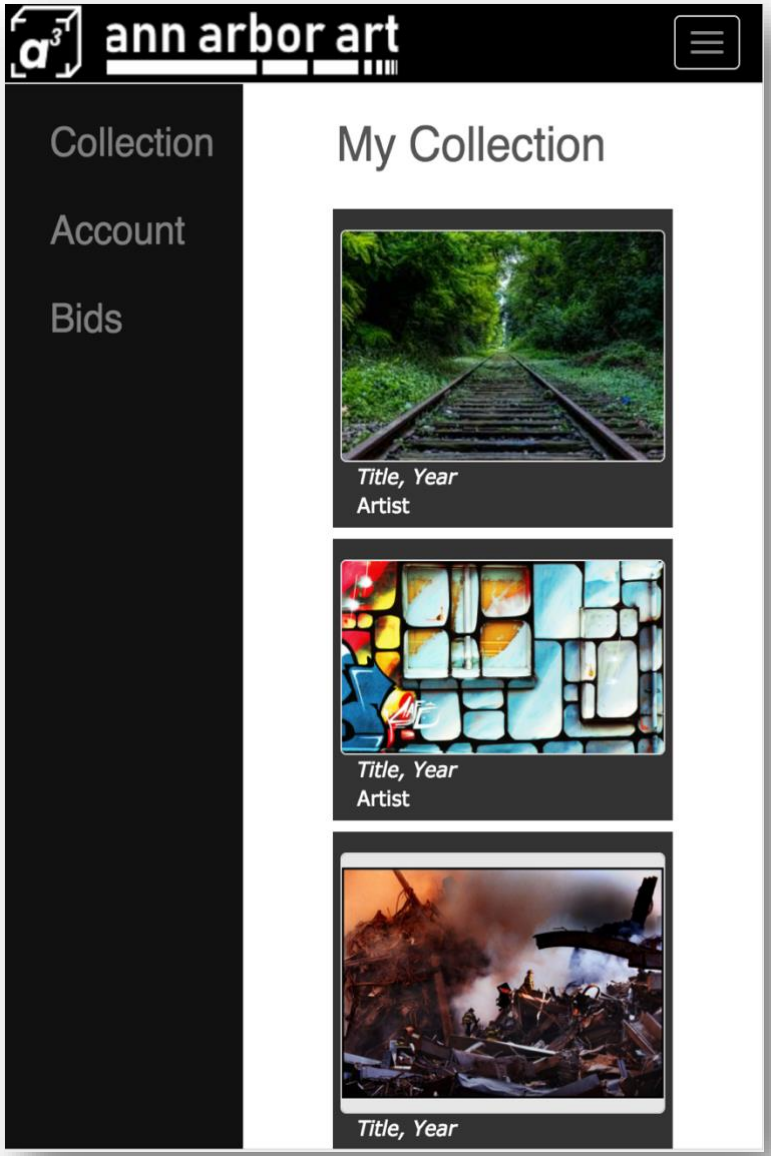


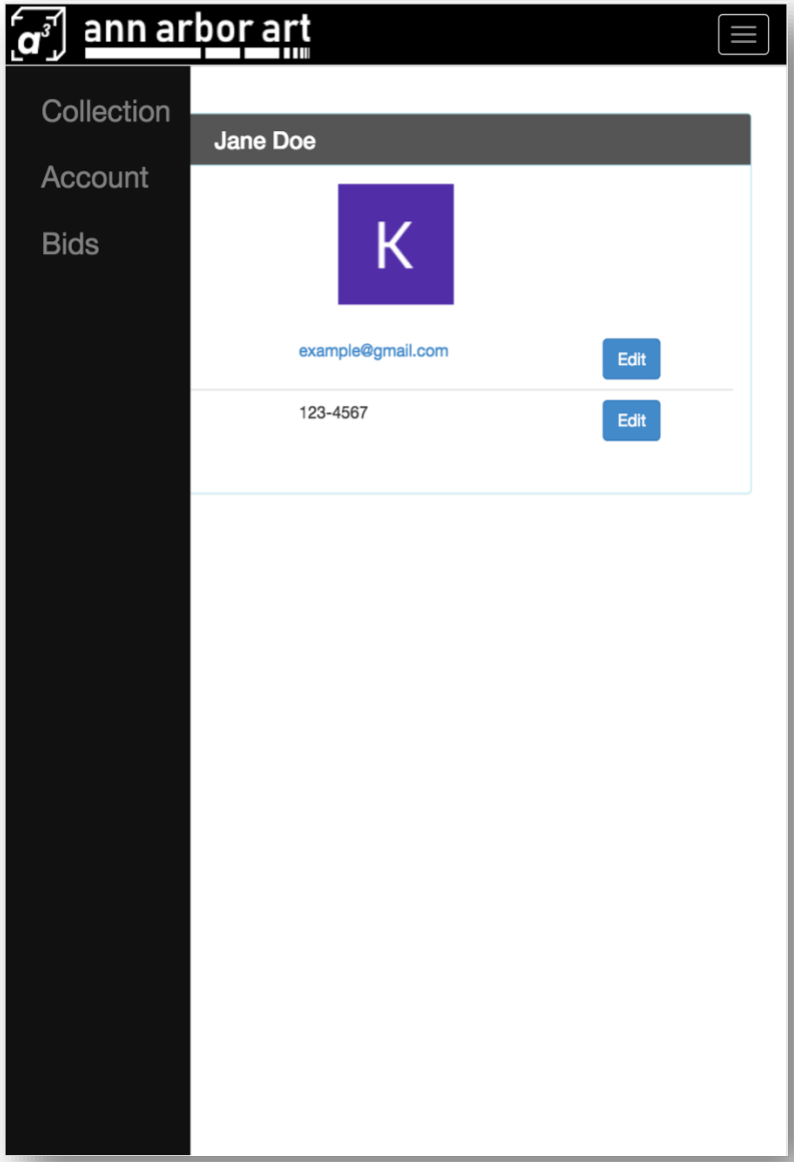
Website View of Ann Arbor Art – User Profile Page

This page is accessible through the navigation dropdown menu of User and displays the user's current details of the user in the Account tab on the left. User information like name, profile picture, and email are taken from the user's Google Account. Phone number is optional most of the time and will be requested only when a user wins a bid to ensure proper communication for the transaction and movement of transferring art pieces. The user page is only accessible for the user given that the person logged in is a normal user and not an admin. There are also options to edit user details like email and phone number.

Ann Arbor Art Prototype Sample

Mobile View of User's Art Collection and User Profile Page – Scalability





Ann Arbor Art (A-Cubed or A^3) App

Project Planning Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Briefing

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app. Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

A^3 provides the strategic benefit of offering a single easy-to-use platform for exploring and purchasing local artwork with tools for curators to track and manage artwork that is for sale. This product is different from any platforms out there in that it enables users to explore both a city (A^2) and its art, while also letting them support the artists through an auction system, all of which can be accomplished with just a few clicks (or taps).

In order to evaluate A^3's success, we will measure the amount of people using the app (and liking it), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale). In order to access this data, we will collect usage data, consult users and run tests. Security and ease of use will also represent a key measure of success for our project.

Background Information

To develop our project, we will take advantage of our existing knowledge of Web development, UI and UX design, database management, and will incorporate techniques and knowledge from other areas like Mobile development, auction systems, payment systems, among others. We have identified similar solutions to the different components of our platform in platforms like Google Maps, Trip Advisor, Yelp, eBay, Etsy, Google Arts & Culture, etc. We will leverage solutions like the Google Maps API, Barcode scanning libraries (for QR codes), and solutions for handling credit card preauthorization.

Some of the biggest challenges for our project will be related adding the payment system and ensuring security for transactions made through the app. For this reason, A^3 will require advanced knowledge in handling online transactions and auction systems. Thankfully, we have available the expertise of Stephen Lange Ranzini (project sponsor, President & CEO of University Bank), and his team at the bank in order to guarantee a secure and fully functional art commerce system. Some of the experts that we might consult are representatives of the following financial services: Visa, MasterCard, Galileo Processing, Maestro and Cirrus.

In addition, another challenge will come from making the app work for all different types of mobile devices. We expect that the main technical hurdle for our team will be IOS and Android development, developing a BaaS system and integrating the mobile front ends with that backend, and getting access to and integrating a payment tool.

Team Members, Skills, and Organization

Jack Callahan - Computer Science. Key strengths include ability to quickly learn new technologies and experience collaborating with small teams in a similar environment. Also has exposure to most of the web and backend technologies that will be used in this project.

Kalyn Dai - Computer Science. Able to pick up concepts, new technology and programming language. I work well in a team environment, best with paired programming. General experiences with web frontend, backend and security. In addition, I have experience with designing infrastructure for applications since summer 2017.

Laura Huang - Computer Science. General experience with frontend and backend (though I prefer backend). Previous projects involved Python scripting, a lot of OO programming, and using various APIs. Strengths include learning new languages through context and working in a team environment.

Diego Rojas Salvador - Computer Science. I work well in team environments and have the skill of quickly learning new technologies. I have worked on the various layers of the web development stack, but I am specialized in back-end development and database management. I have experience working as a project manager (May - December 2017).

Laura Vicinanza – Computer Science. Works well in a team with communicating and splitting up work. Always up for learning new coding techniques, languages, and styles. Can do both web front end and back end, but passion lies in front end.

For our project, we have chosen to work in a horizontal team structure. During the design and back-end development phases we will be working as a single team, and when we reach the front-end development phase we will divide the different technologies among our team members.

The following are skills that we anticipate will be essential for the development of A^3, and that none of our team members has: mobile development technologies (languages, frameworks, techniques), payment technologies, and bidding and auction systems. During the early stages of the design phase, we will start a self-education process to fulfill the technical requirements of our project.

Our group will share responsibilities for creating the backend together, and we plan to split off into two (or three) smaller groups to work on the iOS and Android (and Web) front-ends.

Project Management Strategy

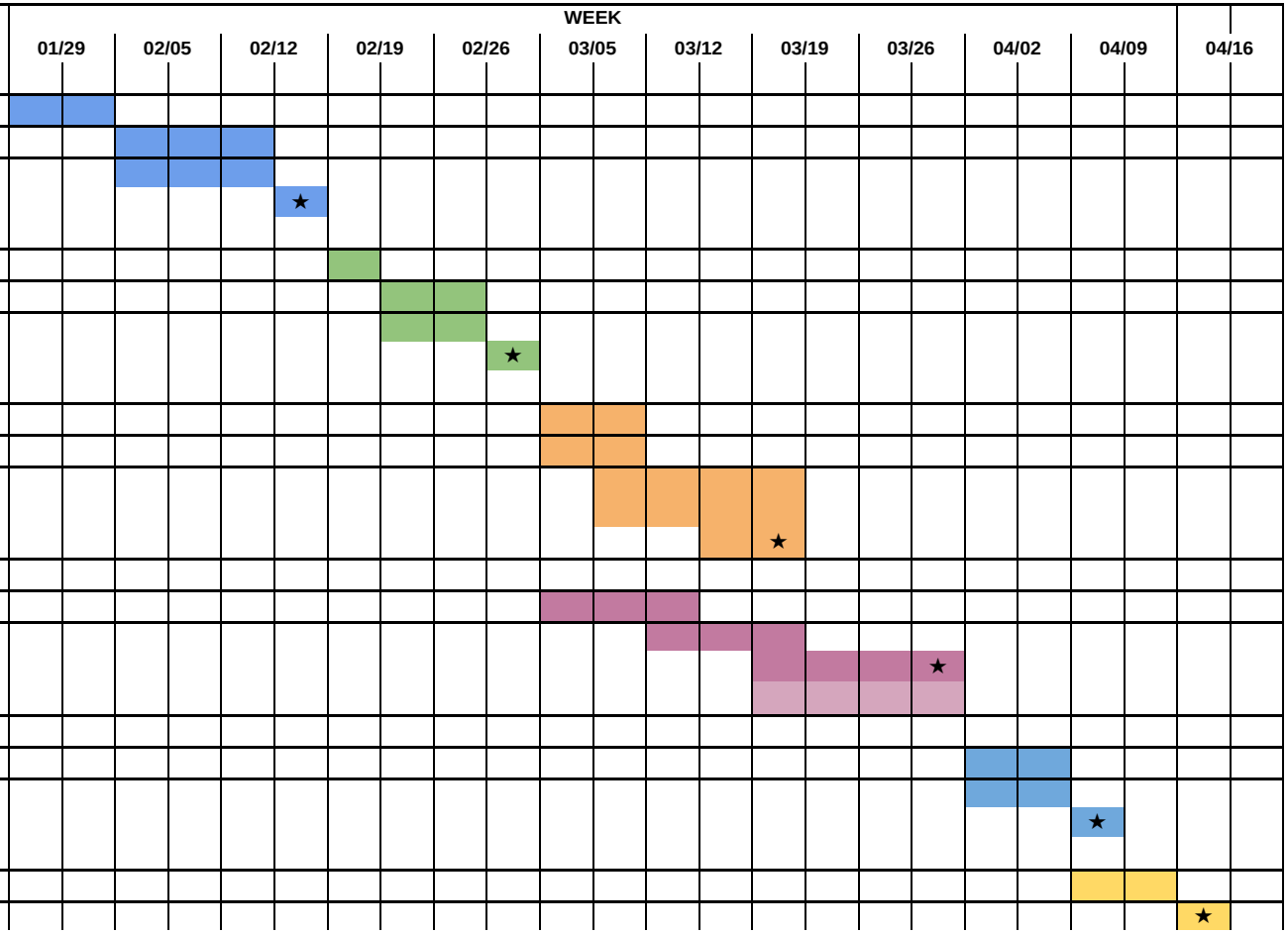
In order to help manage our project to an on-time, successful conclusion, we decided to incorporate the following tools/techniques: GitHub, Trello, Slack, Google Drive, virtual environments. GitHub will be used to make sure our code is up to date and consistent across all developers; Trello will be used to keep track of tasks (with priorities) and bugs, allowing all of these to be assigned to different people with the corresponding due dates; Slack will be used for internal communications; Google Drive will be used as our central storage space for other types of documents; and virtual environments will be used to guarantee that our work is consistent across platforms. For the most part, our team has experience using these tools. The levels of experience vary for each tool but learning to use these tools will not be an additional task.

We will be holding bi-weekly meetings with our client, and we plan to present our progress and adjust our expected timing/scope of the Milestones during these meetings.

Diego will assume the role of Project Manager. During the Summer of 2017, he worked as Project Manager of a team of 5 interns that worked on two different projects. Through that experience he developed skills related to agile development, scrum, and project management tools and workflows. If Diego becomes extremely busy, he will assign certain management tasks to other members.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
18	Mobile - Android	14	03/19	04/01
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Literature and Technology Review

Mapping Tools:

One of the key components of this project is the use of mapping tools to display local artwork relative to the user's current position. To avoid reinventing existing technology, our group plans to leverage an existing API for this functionality. After examining several technologies, the three that stand out the most are Google Maps, OpenLayers, and Foursquare.

The most popular technology for embedding maps into apps is currently Google Maps. Created nearly 13 years ago, Google Maps offers a variety of different APIs, several of which could potentially be of use for A^3. This includes the Directions API, which calculates distance between locations for various modes of travel as well as provides specific directions for the fastest route between locations, while considering current traffic. This could be useful in recommending nearby artwork to users, as well as helping them navigate to any artwork they discover through the app. Google Maps also offers the Places API, which allows users to search for a location and receive details about it. This API could be used to provide details for the locations that display artwork for A^3, as well as the artwork that is displayed. Finally, Google offers a maps API for Android, which provides tools specific to Android development, which would make it easier to integrate maps into the Android portion of the app.

There are several factors to examine when considering Google Maps. Although the Google Maps has a special API for ease of integration into Android and web apps, the same cannot be said for IOS apps. Since A^3 will likely need all three, this is a principal factor. However, Google Maps does provide an SDK for IOS apps, as well as sample code for use in both Swift and Objective C (the two foremost languages for IOS app development). Another thing to consider is the user experience. Since Google Maps is such a well-established technology, most users will likely be familiar with how it works already, which will make it easier for them to use the App. The Maps APIs are also both well-documented and well-maintained, as they are updated regularly and provide organized documentation and code samples that will be useful when developing the apps. The major downside to using Google Maps for this project is that it has limited free usage. Only the first 25,000 requests per day are free and after that they are $.50 per 1000 requests. While 25,000 seems like a lot of requests and the pricing is not particularly expensive, it is something to consider since the app will likely be free to use, and long-term goals include expanding its usage to the entire nation.

Although no other Mapping tool is nearly as popular as Google Maps, another possible tool could be OpenLayers. This high-performance JavaScript library has a modest following, primarily because it is an open source technology, so it is completely free to use. OpenLayers also features comprehensive documentation with several resources built to help developers, such as basic and advanced tutorials and code fragments that are easy to include in an already working app. Even though it was originally built only for websites, the framework has since expanded so that it supports mobile usage. OpenLayers also includes frameworks for parsing data from several other mapping libraries and APIs, which makes it easier to use when transitioning from a different tool.

When considering OpenLayers, especially versus Google Maps, the most important thing to consider is that it is open source. As mentioned previously, it may become expensive to use the Google Maps API depending on how popular the app gets, especially if it is expanded to major cities around the country. There are two major downsides to OpenLayers. The first is that it is not built for use in the current mobile development languages. Even though it is still possible to use OpenLayers in mobile development, it is more difficult to integrate than Google Maps is. The maps are also slightly less detailed than Google Maps, which include nearly every location in Ann Arbor (although this is not necessarily a concern, since A^3 will likely be adding

the locations where art is displayed to the map directly). Even though OpenLayers is relatively easy to use, most users will likely notice a few differences between it and Google Maps, which could be a downside from a user-experience perspective.

A third technology that could be useful is the Foursquare API. Foursquare is an app that allows users to explore their local area for food, shopping, and tourist attractions. Although it provides similar functionality to other mapping APIs, the major distinction between this API and the previous ones is its connection to the Foursquare database. This means that many of the art galleries and shops A^3 will display art in will already be available in the database and will already have descriptions that A^3 could leverage. Like the previous APIs, Foursquare is also well-documented, which would make it easier to use from a development standpoint. Although the technology is available for free to Non-Commercial Applications, there is a limit to the number of free calls per day. These are capped at 100,000, with no more than 5,000 of these allowed in one hour.

As mentioned previously, the major upside to using Foursquare would be the ability to use its large database of places, which would likely include most, if not all the places where art will be displayed for A^3. However, A^3 would likely need to purchase an Enterprise License to use the technology, since it is a Commercial Application. The other major downside to this technology is that its future is not guaranteed. Although it is currently being maintained and has a small community following, Foursquare's future is not as secure compared to either of the other two technologies. If the company were to go out of business, A^3 would likely need to replace its mapping tool with a different technology.

Although there are many mapping technologies, the ones discussed above have the most to offer for A^3. Other technologies include Bing Maps and Open Street Maps, which were not discussed in this analysis due to significant overlap with the previously explored APIs. Moving forward, A^3 should likely use either Google Maps or OpenLayers. Both technologies are efficient and easy-to-use, while providing the functionality that the app requires. Depending on the expected usage of the app, A^3 will need to weigh the value of having an open source solution versus a solution that is easier to develop and has a slightly better user experience.

Online Art Industry:

In contrast to the traditional method of paddle bidding, where the highest bidder wins the item if no one else wishes to outbid them, online auctions are time-dependent, meaning the bidding stops when the time limit runs out.

When researching about the online art industry, there are a lot of key terms that we had to explore like reserve price, pre-sale estimate, etc. This jargon is important when dealing with our application when it comes to online bidding. Reserve price is the lowest price an artist or the auction is willing to sell it for. If the final bid is lower than the reserve price, then the art does not sell. In the case this happens, this is a negative when measuring performance for our app because either there are not enough users using our app to bid, or because of the application design or the art selection.

Pre-sale estimate is the range that the auction house believes a piece will sell for. As developers, we don't have to worry about calculating estimate prices, however, curators select their estimate price based on how well-known artists are or in our case, how successful past sales of comparable art have been. Having a page of users who are likely bidders (based on past activity), and the users' transactions would help curators estimate a good pre-sale estimate price (Art Business). For most online auctions, the reserve price is hidden from bidders, so our application would most likely hide that from normal users but available for curator accounts.

General competing applications with A^3 include big apps like Artsy and eBay where they do more than just art auctions. Focusing on Artsy – they consolidate ongoing auctions that are showcased in a physical place. It is considered a business to seller application, which gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding. While this may be very convenient, our goal for the A^3 app is not to be convenient for users but to promote Ann Arbor artistic culture. In addition, the design of having certain auctions open at a certain time (for A^3 it would be every trimester) is a good design feature. Users could see how long a certain auction would open for and when they open. Users could also preview the art via photo only which could help them determine if they wanted to bid on it later. The bidding price and styles would depend on the certain auction house that the event was sponsored by.

Another competitor is the well-known eBay website. eBay has an online auction that is seller to seller – thus a business is not the one displaying the art. This means this is a purely online auction with no way to view a product in person. The most interesting feature of eBay is how they set up their bidding system. Users can set the maximum price they are willing to pay for an art piece and then eBay automatically puts in the lowest amount (consider that it is lower than their maximum price willing to pay) and if the bid gets overrun, eBay automatically increments the user's bid (again lower than the given maximum price willing to pay) to keep the user as the highest bid. This is done in the best interest of the user because they may end up paying less than they are willing to pay.

Solutions that Artsy incorporates inside of their applications that would be beneficial to consider for A^3 include minimum bids, bid increments and giving a preview of auctions that have not been opened yet. According to Charity Auctioneer, the best rule of thumb is to start the auction bid at 40% of the estimated worth and increment by 10% after hitting each benchmark price. A^3 should incorporate different accounts for curators, juries, artists, and buyers – aside from an admin account. Certain features will be applied to different account types and the features will be targeting making the user's role easier.

For example, the curators and artists will have some sort of feature that will be able to calculate estimate prices and bid increments for them to ensure for accuracy since for online bids, accidental bidding occurs with typographical mistakes. In addition, adding eBay's unique bidding process of acting in the user's best interest is a good addition to the application/website to A^3. This will help first time bidders feel more at ease, however A^3 should have an option to do this kind of automatic incremental bidding that the user can check.

In addition, See Saw is a gallery guide similar to A^3. It uses the IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows. See Saw earns its revenue by having galleries/artists paying to be featured on the platform and place better in the search results.

Payment/transactions
Options for integration:
Galileo **https://www.galileoprocessing.com/**
Offers platform/API for payment processing (debit and credit), more flexible/customizable:
https://sandbox.gpsrv.com/auth/login

Galileo allows you to test in their sandbox, which simulates a live operating environment and includes tools for authenticating users
This will be a useful interface that will allow us to organize and accept payments on our end in a way that best suits the flow of our payment/bidding process, without having to worry about the actual transactions
API includes many options, such as:

- Create accounts
- Assess fees
- Debit and credit account balances
- Modify account and card statuses
- Add payment devices
- Get transaction histories
- Modify customer details
- **Create ACH (see below)**, bill payment and other transactions

PayPal
https://developer.paypal.com/docs/classic/paypal-payments-standard/integration-guide/pps_integration/
Another option is to integrate a PayPal button into our HTML, which can securely accept credit card, debit card, and PayPal payments from any mobile device, tablet, or PC

ACH (Prenotes)
https://fin.plaid.com/articles/what-is-ach
https://fin.plaid.com/articles/the-basics-of-achbl
ACH payments are electronic payments that are created when the customer gives an originating institution, corporation, or other customer (originator) authorization to debit directly from the customer's checking or saving account for the purpose of bill payment. In other words, ACH payments are typically cheaper to process and easier for consumers to deal with than credit card transactions (thought a bit slower). In order to use prenotes, we would need to partner with a bank that offers ACH transactions because only banks can initiate them. University Bank could provide this functionality.

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Ann Arbor Art (A-Cubed or A^3) App

User Requirements Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Content & User/Stakeholder Info

Brief introduction of the project & high-level benefits

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app.

This project was conceived due to the lack of opportunities and incentives for artists in A^2. A committee, led by Stephen Lange Ranzini, was formed in late 2017 to come up with possible solutions to vitalize the local art community. This platform is meant to be the channel through which key stakeholders discover local artists and inject money into the art community of A^2.

Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

What high level benefits will this project bring to your users?

We provide users with an easier way to discover and purchase art in Ann Arbor. The interactive map will make it easier for users to find nearby art, and the ability to participate in the auction of art pieces provides a way to buy and sell art. A major goal of this app is to foster a local art community that exposes more people to art and gives local artists and businesses an art centric platform to interact with the public.

Who are the users and stakeholders that are being considered?

Our target users that we are considering can be split into three different categories: local artists, art collectors, and casual users who would like to discover the city or be more immersed in the local Ann Arbor art scene. The customers would be anyone who would like to discover art, or to purchase artwork (through our bidding system).

The primary stakeholders are Stephen Lange Ranzini, Northern Michigan Foundation and the Ann Arbor Art Commission, and the local art community in general, who are interested in the creation of this app.

Our main competitors/some similar apps are Artsy, See Saw, and Google Arts & Culture.

Expected Deliverables & Scope

Initial, or most important, deliverable

The initial deliverables are a backend framework for a curator to interact with to manage artwork, and a web-based app that provides all of the functionality described above.

Stretch goals

Potential stretch goals are reusing the backend framework to expand the app to iOS and Android.

In Scope, Out of Scope, and Secondary Scope

A single backend framework and front-end web app are in scope. In addition, our scope includes the front-end for iOS. Of secondary importance are expanding the front-end to include Android. Inside of our backend, our scope includes the ability for bidding transactions and mapping art in Ann Arbor. While expanding the project to different cities is something that will be considered when designing the app (it should be modularized so that only the data needs to change if the city changes), actually implementing it for other cities is out of the scope of this project. Some non-essential features such as OCR technology and tracking (for art security reasons) are considered out of scope of this project as well.

Relevant background context to deliverable

We plan to employ the listed technologies:

For Backend: MySQL Database and Python
For Frontend: Objective-C / SWIFT / React JS
Mobile Payment Technology for VISA, MasterCard, and alike. Maybe add PayPal.

Competitive Products or Similar Solutions

Google Art & Culture: Google App, it is an application that consolidates all art and cultural pieces in the world into one application. In addition to consolidating art, there are articles on art history corresponding with the highlighted/featured artwork that gets updated regularly. The app allows users to find where galleries and museums are located, though there doesn't seem to be any buying or bidding of art on the app itself.

Directly from 'Project Planning Document' -

Artsy: "they consolidate ongoing auctions that are showcased in a physical place and is considered a business to seller application. They are an application that gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding."

See Saw: "See Saw is an IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows."

Content Experts we plan to engage with throughout the project

We will be talking with experts in mobile payment in order to integrate the transactions for bidding into the application. As for uploading art, that process will involve engaging with art curators and directors with knowledge in the curation process.

High-level, Prioritized User Requirements Table with Target Values

Use cases

Buyer: someone looking to purchase local art using the app
Explorer: someone looking to find art near them and explore the city
Finder: someone who encounters a piece of local art and wants to learn more about it, and possibly purchase it.

User Requirement	Priority	Specification	Measurement Methodology
Art Map (explorer, buyer)	1	Display locations with available artwork in proximity to user	Accurately matched locations
Art Generalization Search (explorer, buyer, finder)	1	Searches all artwork in the database for keywords in the title and description.	Accurately displays all artwork that pertain common strings of the search.
Credit/Debit Card Transaction (buyer)	1	Makes a successful transaction to block money from user's card when they want to bid on art. The blocked money should be transferred upon user's winning the auction.	Checking to see if money is actually blocked and transferred from an account. The process should be secure.
Adding Art Collection and Details (curator/admin)	2	Allows a special account (and only the special account) to add artwork and its details like artist, price and/or starting bid, location, etc.	Test with dummy art pieces and see if a normal account can view the new dummy art after details are made.
Art Recommendation Via Location	2	Gives more artwork closer to the user's location or to a selected artwork	Check if recommended selections that show up are indeed one of the closest to target. If a more suitable artwork is expected to be selected then it isn't working.
Information Retrieval about Artwork by ID	2	Allows artwork to be found by looking up the printed ID (alphanumeric or QR Code, if possible) found next to the piece.	Correctly pull up relevant information about the piece, i.e. artist bio, background, date, buying options
Art Recommendation Via Categories	3	Gives more artwork in correspondence with same type of artwork/styles.	Same as above with the addition of adding to see if selected work shares same category labels.
Art Filter for Search (finder, buyer)	3	Displays all artwork that has matching tag descriptions along with other search strings like genre, etc.	Accurately displays all artwork with corresponding tags.
Account Creation	4	User is able to make account to hold billing information, favorite artwork, etc.	Test with account dummy with fake credentials to see if account creation works correctly.
Favorites (buyer, finder)	5	Saves user's favorite artwork	Test with fake users and their corresponding favorites.

Project Management Strategy and Plan Update

Updated Team Organization

Our team's organization and project management strategy have no major changes since the Project Planning Document submission. Diego is still our Project Manager and we still plan to hold bi-weekly meetings with our client to present our progress and adjust our Gantt Chart with timing scopes of when things are expected to be completed.

Our team plans to work on things in groups. This means that we as a collective whole are responsible for all areas of the project.

Team Meetings

Our regular team meetings are 2-3 and 4-5 on Monday & Wednesday. Depending on where the team is currently on in our schedule, we will add more meetings accordingly.

Communication & Accountability

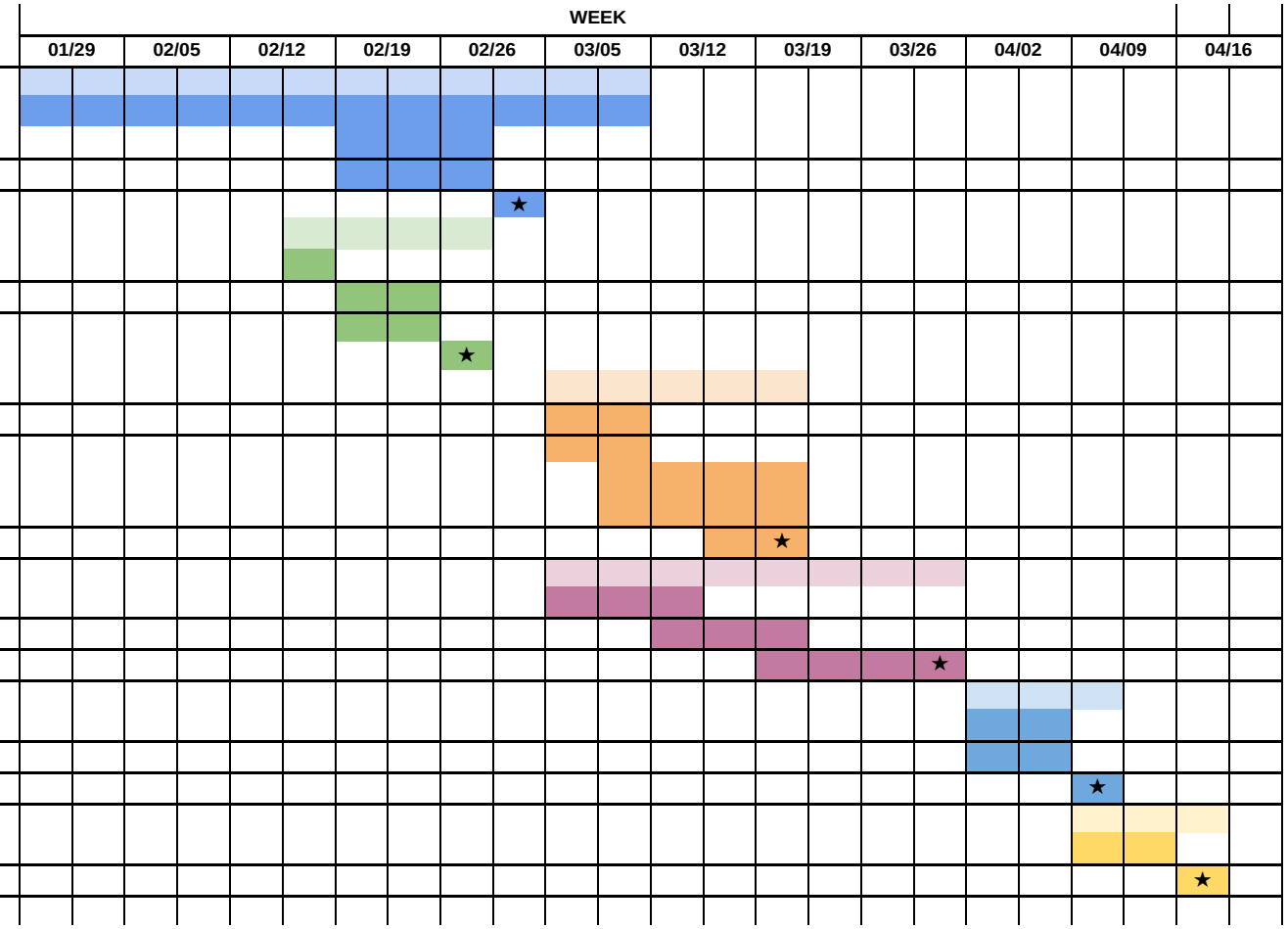
Our primary communication method is Group Me and Slack. To keep each member accounted for in certain tasks, we decided to keep a Trello board and update it with responsibilities.

Updated Gantt Chart

Our updated Gantt Chart is on the following page.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Primary Persona

Details

Name: Alice Lloyd
Age: 29
Occupation: Architect
Family: In a relationship but not married
Location: Ann Arbor, MI
Character: Adventurous

Quote

"The local art community should be something that is accessible with the click of a button"

Bio

Alice Lloyd (29) is a millennial from right outside Chicago who has just moved to Ann Arbor. She is an architect that works downtown. She's pretty tech savvy and has an app for seemingly everything on her IPhone. Alice has already discovered the Kerrytown farmers market where she buys avocados for her avocado toast and listens to WCBN. She's an avid hiker. She would like to become more involved in the Ann Arbor community, but she is new to the area and doesn't know where to start.

Goals

- Discover local artwork
- Have an app that is cool to show off to her friends
- See prices on artwork available through the app and potentially purchase artwork she finds to be special

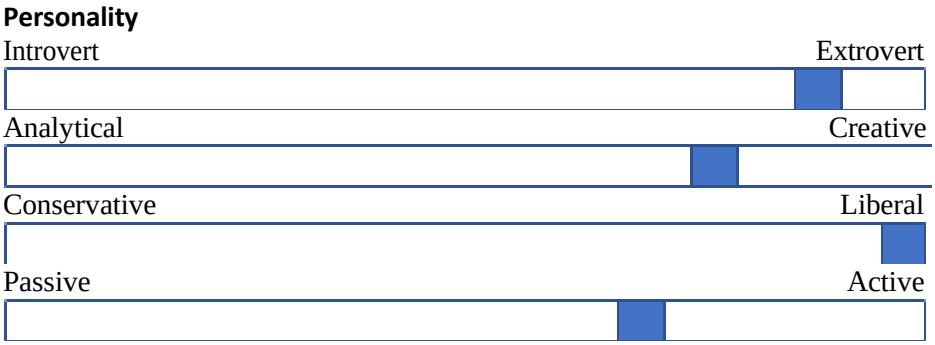
Frustrations

- Not being able to access things on her mobile devices
- Getting recommendations for things that are far away from her current location
- Wants a map that shows where local artwork is

Traits

- Technically savvy
- Social
- Adventurous

Personality



Motivations

Adventure

Social Activity

Community Involvement

Technological Achievement

Preferred Technologies

IOS/Android App

Web App

Website

Physical Medium

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**
Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

Comments

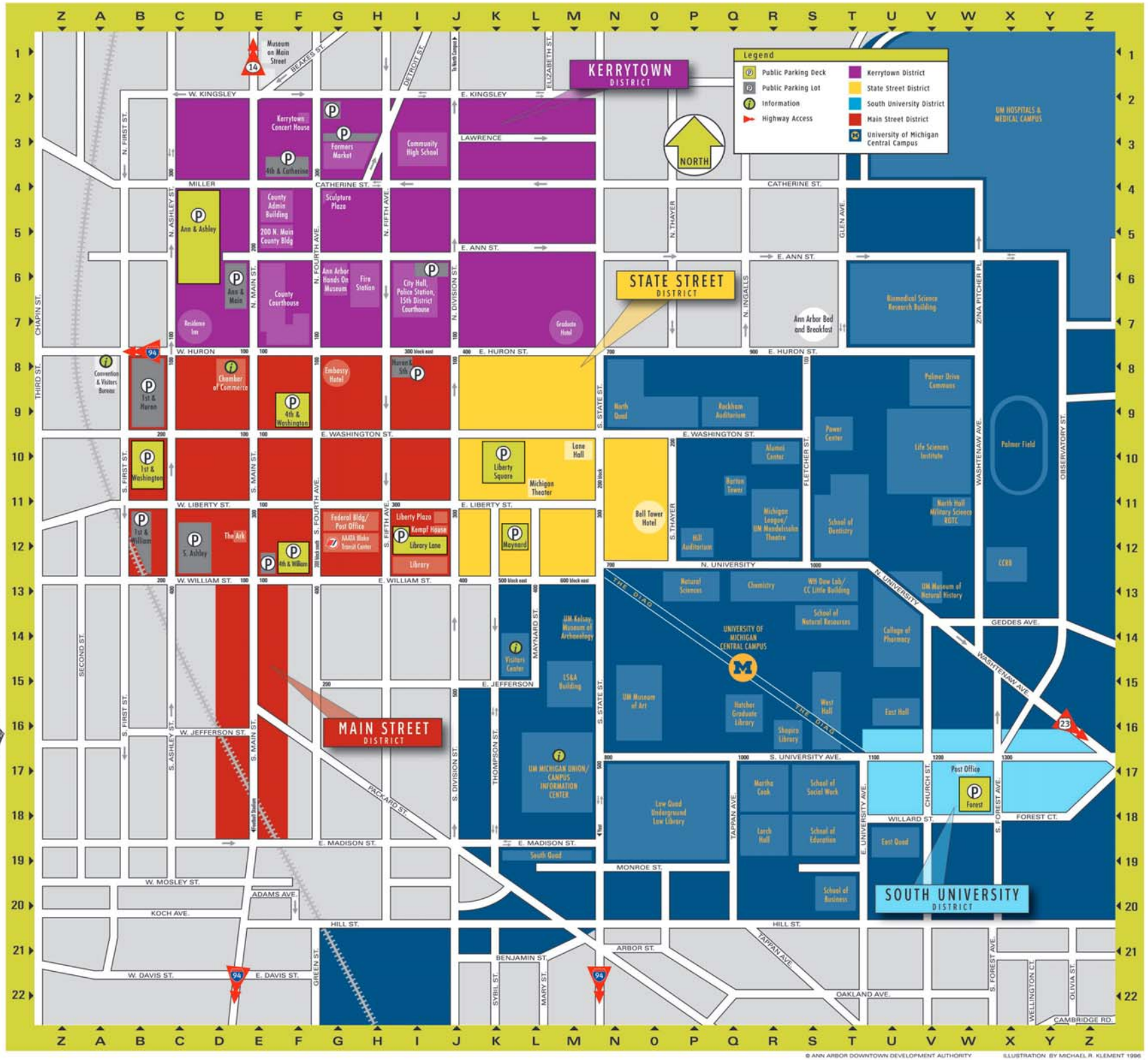
Retail businesses usually take 2 years to reach full market penetration.
It likely will take two years to break-even.

Initial version will have App functionality only but not platform specific apps.
Initial version will have App functionality only but not platform specific apps.
Initial version will have tag ID numbers functionality only.

Transportation and extra labor cost.
To reduce theft and insurance costs, small tracking devices are required.
This is required to integrate & automate the bid payments to the database.
This will help to maximize revenue per app user & help set auction reserve prices.
All Future IT work will be purchased from outside IT vendors.

Art work on display and being transported or shipped must be insured.

It likely will take two years to break-even.

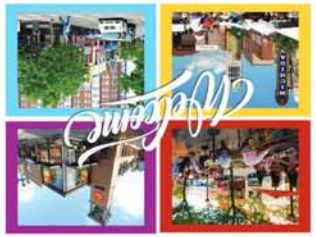


© ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY

ILLUSTRATION BY MICHAEL R. KLEMENT 1996

ANN ARBOR Downtown

DOWNTOWN ANN ARBOR VISITOR MAP



We invite you to discover a downtown dedicated to the art of great living!

FOR ADDITIONAL INFORMATION:

Ann Arbor Area Convention and Visitors Bureau
(734) 995-7281 • www.visitannarbor.org

Republic Parking
(734) 761-7235 • www.rpsa2.com

City of Ann Arbor
www.a2gov.org

University of Michigan Campus Info
(734) 764-INFO (4636)
www.campusinfo.umich.edu

The Ride
(734) 996-0400 • www.theride.org

Visitor map brought to you by the Ann Arbor Downtown Development Authority
(734) 994-6697 • www.A2dda.org

From:	Schopieray, Christine
To:	"Heidi Kraepel"
Subject:	RE: Proposal for Public Art
Date:	Monday, March 26, 2018 10:10:00 AM

Good morning Heidi,
We have received your application for the Bloomberg Art Challenge and it has been forwarded to the judging panel.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Heidi Kraepel [mailto:[redacted]
Sent: Monday, March 26, 2018 8:33 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Proposal for Public Art

Hello Christine,

I am attaching a proposal for the public art proposal. Have a great day!!

--
Heidi L. Kraepel

"There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle."
--- Albert Einstein

Virus-free. www.avg.com

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor); Lazarus, Howard; Harrison, Venita
Subject:	FW: Proposal for Public Art
Date:	Monday, March 26, 2018 10:11:00 AM
Attachments:	Public Art Proposal_ Hope for the Homeless (1).pdf

---

Good morning to all,
Please see the attached application for the Bloomberg Art Challenge.
Sincerely,
Christine

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Executive Administrative Assistant
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Public Art Proposal: Hope for the Homeless

03-26-2018

Heidi L. Kraepel

Overview:

Individuals suffering hardships such as mental illness and resulting homelessness can gain encouragement, increased confidence, and self-worth through self-expression through visual art. I am interested in establishing a process by which such individuals have the opportunity to make art that goes through a selection process for publication into notecards and calendars to be sold in the community. This would be the establishment of a lasting non-profit that could hopefully be a model for other cities with a large homeless population.

Goals:

1. Create outreach at several member associations of the Washtenaw Housing Alliance, to locate clients with an interest in producing 2-dimensional visual art.
2. Identify artists who are interested in participating by facilitating get-togethers for the creation of artwork for those who cannot afford their own supplies: perhaps art students from local universities could participate for credit.
3. Identify businesses in the community that are willing print/publish the artwork for limited fees/ tax write off.
4. Identify businesses in the community that will have the products for sale.
5. Provide participating artists with materials to distribute that advertise the locations of their work that is for sale. Perhaps also provide them with copies to sell, so they have something to offer to feel proud of when they ask for donations from passers-by.

From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	FW: Proposal for Public Art
Date:	Monday, March 26, 2018 12:21:08 PM
Attachments:	Public Art Proposal_ Hope for the Homeless (1).pdf

---

John on his way down to see the proposals. Not sure that they should be shared at this time (outside of the committee) .....your thoughts?

From: Schopieray, Christine
Sent: Monday, March 26, 2018 10:11 AM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: Proposal for Public Art

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3. Identify businesses in the community that are willing print/publish the artwork for limited fees/ tax write off.
4. Identify businesses in the community that will have the products for sale.
5. Provide participating artists with materials to distribute that advertise the locations of their work that is for sale. Perhaps also provide them with copies to sell, so they have something to offer to feel proud of when they ask for donations from passers-by.

From:	Allison Buck
To:	Schopieray, Christine; Lazarus, Howard; Harrison, Venita; Taylor, Christopher (Mayor)
Cc:	David Esau; Kotarski, John
Subject:	Re: Bloomberg Challenge
Date:	Monday, March 26, 2018 12:22:59 PM

Hi All!

Thanks for the introduction John. I know that the proposal outlines for the Bloomberg Challenge are due today so I wanted to touch base on next steps.

As John said, I work full time at The Guild of Artists and Artisans and our first art fair of the season is fast approaching next week (April 5th and 6th) so my time is limited. My hope would be that we could meet for about an hour or two tomorrow and an hour or two Wed/Thursday to complete the review process.

Is there a plan in place already for the review of the submitted proposal outlines? If not, my suggested next steps would be to meet with the outline review committee as soon as possible (tomorrow) to discuss a review rubric and distribute copies of the submitted proposals for us to read over night (or a couple of nights depending on how many there are) and then come back together to review them based on the agreed upon rubric.

I'm excited to participate in the review process and help facilitate the submission of an excellent proposal! Looking forward to seeing the submitted proposals and meeting you all.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Sun, Mar 25, 2018 at 10:31 PM, John Kotarski <kotarski@pobox.com> wrote:

> Hi all,
>
> Just want to connect you with Allison Buck, vice chair of the art commission, who has agreed to participate on the review committee.
>
> Allison's day job is marketing director for the Guild of Artists and Artisans. Please bring her up to speed on how she can help so that she might schedule her time among her other commitments.
>
> I leave it to all of you to connect as necessary.
>
> Best,
> John

From:	Laura Earle
To:	Schopieray, Christine
Subject:	Ann Arbor Bloomberg Grant Application for Dear Womanhouse
Date:	Monday, March 26, 2018 12:28:07 PM
Attachments:	Ann Arbor Bloomberg Grant Application for Dear Womanhouse - Google Docs.pdf

---

Good Afternoon Christine,

I am writing on behalf of a collective of Ann Arbor area women in the arts to submit our request for consideration for the Bloomberg Philanthropies temporary public art installation grant. Attached, please find our proposal.

Please reach out if you would like further clarification or additional information.

Thank you for this wonderful opportunity.

Best,

Laura Earle

Bloomberg Grant Request
March 25, 2018

Dear Womanhouse, What Now?

The Art of Being Female Today

Dear Womanhouse is an intergenerational multi-disciplinary collaboration of Ann Arbor area women in the arts to initiate meaningful dialogue about being female in America today. Inspired by the pivotal work WOMANHOUSE led by Judy Chicago and Miriam Schapiro in 1972, we intend to transform a house into a public art installation as a catalyst for conversation. Further, we will incorporate educational initiatives to expand awareness and strengthen community ties. By creating opportunities for artistic expression and exchange, both inside the classroom and out among neighboring communities, we seek to leverage art and education as cultural crucibles for transformative interactions about conventions of gender.

We have been offered the use of a 3,400 square foot house in Manchester, Michigan for the project. The historic setting is close enough to be accessible from Ann Arbor, but just far enough away to have a clarifying retreat effect, breaking familiar routines and status quo to offer new perspectives. The site will be home to collaborators, their work, performances and the exhibition of the public art installation. Beyond securing a place for developing the project, the location expands the conversation among neighboring communities, providing mutual benefit and conceptual cross-pollination as it engages artists and audiences in conversations that might not take place otherwise. When *Dear Womanhouse* is complete, our hope is that the house will be equipped to run future artists' residencies with different themes for consideration and give Ann Arbor area artists, the residents of Manchester and beyond a place to join and contribute to a widening set of connected artistic enterprises.

To involve younger generations, we will develop and publish art curricula for primary and secondary education and implement it via student teaching practicum and visiting guest artists in Ann Arbor area schools and beyond. The curricula will feature small scale versions of the house for students to transform into their own classroom art installation of *Dear Womanhouse*. The finished results will be exhibited and exchanged among participating schools before being showcased in our full-scale installation. A lecture series involving Ann Arbor area galleries and libraries will broaden the interaction to adult audiences. We are in conversation with regional cultural centers, too, including the Detroit Institute of Art and The Henry Ford Museum, to create pop-up exhibitions of the project to reach even more people. Our activities will be supported by an online presence via website and social media outlets.

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Friends of *Dear Womanhouse:*

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David Earle
Carolynn and Brandon Howk
Sandra Murchison
Toni and Charles Perrin
Leslie Raymond
Amy Sacksteder

From:	Schopieray, Christine
To:	Harrison, Venita
Subject:	RE: Proposal for Public Art
Date:	Monday, March 26, 2018 1:34:00 PM

Hi Venita,
I would ask Howard his opinion since he determined that the judging committee consisted of you, Howard and the Mayor.
I don't know if John is overstepping or not.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, March 26, 2018 12:21 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: FW: Proposal for Public Art

John on his way down to see the proposals. Not sure that they should be shared at this time (outside of the committee) …..your thoughts?

From: Schopieray, Christine
Sent: Monday, March 26, 2018 10:11 AM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: Proposal for Public Art

Good morning to all,
Please see the attached application for the Bloomberg Art Challenge.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Heidi Kraepel [mailto:[redacted]
Sent: Monday, March 26, 2018 8:33 AM

To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Proposal for Public Art

Hello Christine,

I am attaching a proposal for the public art proposal. Have a great day!!

--
Heidi L. Kraepel

"There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle."
--- Albert Einstein

Virus-free. www.avg.com

From:	Shary Brown
To:	Schopieray, Christine
Cc:	WonderFool Productions
Subject:	WonderFool Productions -- Bloomberg Public Art Challenge
Date:	Monday, March 26, 2018 1:34:52 PM
Attachments:	WonderFool Productions F L O A T.pdf

Dear Christine,

Please find attached the Bloomberg Public Art Challenge outline for a new public art event -- **FLOAT** -- from WonderFool Productions. We are thrilled to be considered for this tremendous opportunity.

Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

WonderFool Productions
2018 Bloomberg Public Art Challenge
March 26, 2018
Contact: Shary Brown
wonderfoolproductions@gmail.com
[redacted]

F L O A T

FLOAT: A signature inclusive event, built by and for the community, on and along the Huron River, as it runs through Ann Arbor and Ypsilanti — to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural, and economic impact in both cities through a positive, shared event.

WonderFool Productions will coordinate and host a series of community meetings to cultivate potential community partners, develop the programs and evaluate the specific community needs to be addressed in FLOAT. Art teaching and creative making workshops will be held in Ann Arbor and Ypsilanti in partner facilities and in the River's parks. Local artists will also be commissioned to make collaborative pieces and installations which explore various aspects of the Huron River. These creative activities will culminate in a community built art festival — floating, walking and riding between the two communities in a connected and shared celebration. The community built pieces, park improvements and interactive installations may remain in the parks for the season or permanently.

There is immense power in participatory community art events that invite community organizations and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. **FLOAT** will employ WonderFool Production's community engagement model to address and identify creative resolutions to concerns raised and agreed upon in the initial community meetings. Additionally, WFP's model of creative community engagement will provide educational and creative opportunities and resources to underserved populations and organizations through community partnerships that removes barriers to participation.

Civic Issue: A greater understanding of the Huron River as a valued community resource for recreation, for healthy and sustainable ecology, for economic benefit and best practices for good stewardship will be addressed through creative activities taking place in Ann Arbor and Ypsilanti, in town, in parks and on the river.

Proposed Programs - Methodology:

- Host a series of community meetings to identify potential community partners, to determine the community interests-issues for programs, and to identify potential resolutions.
- Develop educational and art programs, with partner organizations, based on community meeting outcomes.
- Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
- Commission artists-scientists-fabricators to develop interactive educational pieces to remain in parks.

- Coordinate park improvements identified in community meetings that will improve community use of parks.
- Host workshops throughout the month to 6 weeks prior to **FLOAT** in park facilities in Ann Arbor and Ypsilanti and in community partner facilities in Ann Arbor and Ypsilanti.
- Encourage workshop participants to bring their masterpieces to **FLOAT**.
- **FLOAT:** A 2-3 day community built art experience linking Ann Arbor and Ypsilanti by celebrating our mutual river in our parks. A day-evening celebratory event will be held in each park with art pieces floating down the Huron River from Ann Arbor to Ypsilanti. Collaborative art pieces will be brought by bicycle from Ypsilanti to Ann Arbor via the Border to Border trail that runs largely by the River.

Proposed Dates: Planning: Start July 2018
Call for Artists/Proposals: September 2019
FLOAT: Summer 2020
Close: Fall 2020 and then annually thereafter

Facilities-Locations: Leased Studio space, Rented Tents and Facilities in Parks, along the Border to Border Trail, and in Partner-provided space for workshops.

Coordinated by: WonderFool Productions (WFP), a 501c(3) nonprofit, community arts organization based in Ann Arbor, Michigan. WonderFool Productions develops, plans, and hosts three collaborative community built art events: **FestiFools** and **FoolMoon** in Ann Arbor and **ypsiGLOW** in Ypsilanti.

Project Planners: Although **FLOAT** will be a new event, WonderFool Productions is not a new organization. **FestiFools**, one of Ann Arbor's cultural icons, just celebrated its eleventh year, **FoolMoon** marked its seventh and **ypsiGLOW**, just concluded two successful downtown events. For each event WFP has successfully partnered with community organizations and local businesses to build on existing programs, activate various spaces, and draw thousands of community members who participate.

Over time, WFP has fine-tuned a flexible framework that utilizes workshops, community partnerships, and local artist and business support to host successful community-built art events. WFP has also increased its organizational capacity, developing a sustainable model for event production and growth. Along with a small volunteer Board of Directors, the core production team is WFP Producer, Adriana Zardus (U of M alumna graduating with honors from the Ross School of Business), and key community volunteers Shary Brown (with 30+ years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original) and Jeri Rosenberg (creator, educator, and arts philanthropist). **FLOAT** will require funding two additional dedicated positions within WFP.

The planning team and WonderFool Productions will coordinate with community partners to host community meetings, manage Call for Proposals and resource development and management.

Potential Partners (Community Artists, Scientists, Leaders, Non Profits, Institutions and Businesses): Including, but not limited to: Cities of Ann Arbor and Ypsilanti, Ann Arbor Public Schools Rec and Ed, City of Ann Arbor Parks and Recreation, Huron River Watershed Council, SEMCOG, City of Ypsilanti Parks, Riverside Arts Center, Ann Arbor Art Center, Ann Arbor and Ypsilanti District Libraries, Ann Arbor Public Schools, Ypsilanti Community Schools, Destination Ann Arbor, Ann Arbor DDA, Ypsilanti DDA, Downtown

Association of Ypsilanti, Hands On Museum/Leslie Science Center, Independent Artists, Teachers, Arbor Lase, area Businesses and Business Associations. And Many MORE!

Goals:

- Link the Ann Arbor and Ypsilanti communities through the Huron River, a valued and shared community resource;
- Create positive interactions between individuals, organizations, institutions and local government in the collective celebration of our parks and river;
- Create accessible educational modules about the river;
- Create opportunities for community built art and creative expression; and
- Leave the parks with improvements identified by the community partners.

Assessment:

- Surveys taken by each partner
- Participant counts, including forms of participation
- Social media interactions, images, and connections made
- Social media data
- Economic impact data from local businesses, organizations and institutions

Total Project Costs: $850,000

Total Raised to Date: $0

Revenues:

Bloomberg 2018 Public Art Challenge $850,000

WFP (year 2)

150,000	Additional Community Grants
50,000	In Kind
25,000	Business Sponsorships
25,000	Individual Donors

Expenses:

Bloomberg 2018 Public Art Challenge $850,000

250,000	retained for endowment, leveraged for multi-year matching grants and donations
100,000	inaugural event one-time costs (planning, seed grants to partners, facilities costs, park investments, educational interactive installations in parks, staffing)
200,000	WFP: additional staff, facility rentals and studio space
300,000	Annual event budget:

Community Engagement
Programs - Installations
Rentals-temporary Infrastructure
Supplies
Commissions
Staff
Insurance
Marketing

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor); Lazarus, Howard; Harrison, Venita
Subject:	FW: Ann Arbor Bloomberg Grant Application for Dear Womanhouse
Date:	Monday, March 26, 2018 1:36:00 PM
Attachments:	Ann Arbor Bloomberg Grant Application for Dear Womanhouse - Google Docs.pdf

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Another Bloomberg proposal, please see the attached.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Laura Earle [mailto:[redacted]
Sent: Monday, March 26, 2018 12:28 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor Bloomberg Grant Application for Dear Womanhouse

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Please reach out if you would like further clarification or additional information.

Thank you for this wonderful opportunity.

Best,

Laura Earle

Bloomberg Grant Request
March 25, 2018

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The Art of Being Female Today

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To:	"Christopher Taylor"; Taylor, Christopher (Mayor); Lazarus, Howard; Harrison, Venita
Subject:	FW: WonderFool Productions -- Bloomberg Public Art Challenge
Date:	Monday, March 26, 2018 1:37:00 PM
Attachments:	WonderFool Productions F L O A T.pdf

And another Bloomberg Art Proposal. Please see the attached.

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Executive Administrative Assistant
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734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

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Community Engagement
Programs - Installations
Rentals-temporary Infrastructure
Supplies
Commissions
Staff
Insurance
Marketing

From: Schopieray, Christine
To: "Laura Earle"
Subject: RE: Ann Arbor Bloomberg Grant Application for Dear Womanhouse
Date: Monday, March 26, 2018 3:01:00 PM

Good afternoon Laura,
You application has been received and forwarded to the judging panel.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Laura Earle [mailto:[redacted]
Sent: Monday, March 26, 2018 12:28 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor Bloomberg Grant Application for Dear Womanhouse

Good Afternoon Christine,

I am writing on behalf of a collective of Ann Arbor area women in the arts to submit our request for consideration for the Bloomberg Philanthropies temporary public art installation grant. Attached, please find our proposal.

Please reach out if you would like further clarification or additional information.

Thank you for this wonderful opportunity.

Best,

Laura Earle

From:	Schopieray, Christine
To:	"Shary Brown"
Subject:	RE: WonderFool Productions -- Bloomberg Public Art Challenge
Date:	Monday, March 26, 2018 3:02:00 PM

Good afternoon Shari,
Your application has been received and forwarded to the judging panel.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

Dear Christine,

Please find attached the Bloomberg Public Art Challenge outline for a new public art event -- **FLOAT** -- from WonderFool Productions. We are thrilled to be considered for this tremendous opportunity.

Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

From: Laura Earle
To: Schopieray, Christine
Subject: Re: Ann Arbor Bloomberg Grant Application for Dear Womanhouse
Date: Monday, March 26, 2018 3:04:20 PM

Thank you, Christine.

Have a good day!

> On Mar 26, 2018, at 3:01 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:
>
> Good afternoon Laura,
> You application has been received and forwarded to the judging panel.
> Sincerely,
> Christine
>
> Christine Schopieray
> Executive Administrative Assistant
> Mayor's Office
> City of Ann Arbor
> 734-794-6161 ext. 41602
>
> ---
>
> **From:** Laura Earle [mailto:[redacted]
> **Sent:** Monday, March 26, 2018 12:28 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Ann Arbor Bloomberg Grant Application for Dear Womanhouse
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> Good Afternoon Christine,
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> I am writing on behalf of a collective of Ann Arbor area women in the arts to submit our request for consideration for the Bloomberg Philanthropies temporary public art installation grant. Attached, please find our proposal.
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> Please reach out if you would like further clarification or additional information.
>
> Thank you for this wonderful opportunity.
>
> Best,
>
> Laura Earle

From:	Mary Thiefels
To:	Schopieray, Christine
Subject:	Bloomberg Art Proposal
Date:	Monday, March 26, 2018 3:04:37 PM
Attachments:	Bloomburg Art Proposal- Ann Arbor Mural Arts Program (A2MAP).pdf

---

Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

Neutral Zone Teen Center
http://neutral-zone.org

- **Description of the project.**

Ann Arbor Mural Arts Program (A2MAP)

Ann Arbor Mural Arts Program (A2MAP) will become the first mural arts program in the state of Michigan. The program will, for the first time, develop an organized process for the creation public murals county wide. The program will identify locations and sites, fundraise, and connect community partners with artists. A2MAP will take applications from community groups looking to have a project completed. A2MAP will conduct research, host workshops, select an artist, design and include the community entity or neighborhood in the participation of the mural project from start to finish.

Receipt of this grant will fund the startup and continued two years operating expenses for a new Ann Arbor Mural Arts Program, based in Ann Arbor, to operate in greater Washtenaw County including but not limited to the cities of Ann Arbor, Ypsilanti, Saline, Dexter, Manchester, Chelsea, and Whitmore Lake. The proposals and projects of A2MAP will be youth and community driven, to amplify the voices in our area.

- **Key collaborators, artists, arts organizations, city agencies, & private sector groups.**
    - TreeTown Murals - Mary Thiefels
    - Neutral Zone - Lori Roddy
    - Ann Arbor Public Schools - Jeanice Swift
    - Arts Alliance - Deb Polich
    - DDA - Susan Pollay
    - Ann Arbor Railroad - John Vance, Chief Engineer
    - UM School of Education - Mike Napolitan
    - Anderson Paint Company
    - Saturate Studios LLC - Jeff Hayner
    - CivCity Initiative of Ann Arbor - Mary Morgan
    - Private Sector:
        - McKinley Properties - Albert Berriz
        - Allen & Associates - Peter and Doug Allen
        - Greig Management - offering walls and private support
    - Committed private donors - TBA upon advancement of our proposal

- **Explanation of the goals of this project.**

  Ann Arbor's Mural Art Program (A2MAP) will highlight and amplify the voices of our community. The murals created will transform and uplift spaces in addition to fostering change in the lives of community members and visitors to the region. They will create unique opportunities for education, collaboration, restorative justice, dialogue and a transfer of ideas. These new murals will increase property value, uplift blighted areas, and create landmark sites that help to promote a healthy economy, vibrant downtown, exciting workspaces, and dynamic learning environments.

  For decades, cities around the United States have been organizing murals arts programs as a way to connect artists and contributors with organizations, businesses, neighborhoods, schools, and centers. Our proposal will be modeled after successful mural arts programs existing in cities like Philadelphia, San Francisco, Miami, Austin, New York, Pittsburgh, Detroit and Portland, just to name a few.

  In addition, cities all over the world are embracing public mural art as the most revered contemporary art form of our time. You will find mural arts festivals being hosted in many countries across the world. These opportunities team up international and local artists with cities and businesses who support community voice and creative expression.

- **Potential difference it will make for Ann Arbor.**

  For over a century Ann Arbor has showcased strong support for the arts and in recent years has been inching towards supporting more public mural art. This proposal for an Ann Arbor Mural Arts Program will streamline and consolidate these efforts. It will allow for the development of an organized process for establishing sites, fundraising, and connecting to community partners. With the right partnerships and successful projects, Ann Arbor, too can become a leader in public mural expression.

These mural projects will increase tourism for Ann Arbor, create landmark locations, become a model program for other cities of a similar size, have a strong impact on our youth community by creating productive ways to amplify youth voice, and to support retention our creative businesses and artists.

A2MAP will also use funding to create a mobile app (A2artMAP) for educating people about and locating all the murals and public art created through its programs.

We thank you for your consideration and look forward to working with the City of Ann Arbor.

Sincerely,

Mary Thiefels, Founder - TreeTown Murals, “Michigan’s award winning mural company”

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor); Lazarus, Howard; Harrison, Venita
Subject:	FW: Bloomberg Art Proposal
Date:	Monday, March 26, 2018 3:13:00 PM
Attachments:	Bloomburg Art Proposal- Ann Arbor Mural Arts Program (A2MAP).pdf

---

Another Art proposal for the Bloomberg Art Challenge. Please see the attached.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mary Thiefels [mailto:treetownmurals@gmail.com]
Sent: Monday, March 26, 2018 3:05 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Proposal

Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

Neutral Zone Teen Center
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    - TreeTown Murals - Mary Thiefels
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    - Arts Alliance - Deb Polich
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    - UM School of Education - Mike Napolitan
    - Anderson Paint Company
    - Saturate Studios LLC - Jeff Hayner
    - CivCity Initiative of Ann Arbor - Mary Morgan
    - Private Sector:
        - McKinley Properties - Albert Berriz
        - Allen & Associates - Peter and Doug Allen
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    - Committed private donors - TBA upon advancement of our proposal

- **Explanation of the goals of this project.**

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  In addition, cities all over the world are embracing public mural art as the most revered contemporary art form of our time. You will find mural arts festivals being hosted in many countries across the world. These opportunities team up international and local artists with cities and businesses who support community voice and creative expression.

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A2MAP will also use funding to create a mobile app (A2artMAP) for educating people about and locating all the murals and public art created through its programs.

We thank you for your consideration and look forward to working with the City of Ann Arbor.

Sincerely,

Mary Thiefels, Founder - TreeTown Murals, “Michigan’s award winning mural company”

From:	Schopieray, Christine
To:	"Mary Thiefels"
Subject:	RE: Bloomberg Art Proposal
Date:	Monday, March 26, 2018 3:42:00 PM

Good afternoon Mary,
Your application has been received and forwarded to the judging panel.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mary Thiefels [mailto:treetownmurals@gmail.com]
Sent: Monday, March 26, 2018 3:05 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Proposal

Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

Neutral Zone Teen Center
http://neutral-zone.org

From: Jeffrey Hayner
To: Schopieray, Christine
Subject: Submission for Bloomberg Philanthropies Public Art Challenge
Date: Monday, March 26, 2018 4:43:55 PM

To whom it may concern, please accept this brief submission for the Bloomberg Philanthropies Public Art Challenge.

1. Description of the project.

   I propose to paint, on the surfaces of our city's streets + sidewalks, with a 4" wide roller using proper fast-drying street marking paint in a color to be determined, the perimeter outline of the Gelman Plume, as it exists at the end of the calendar year 2017. Accompanying each street crossing will be the stenciled hashtag #GelmanPlume. This hashtag will have links to a website with detailed information on the history of the Plume, the current actions being taken, and other information as to how residents can get involved. This plume is currently mapped in exquisite detail online thanks to the work of Roger Rayle at Scio Residents for Safe Water. (https://sites.google.com/site/srsworg/Home/images/pgsi-site-in-google-earth)

2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups.

   (Proposed)
   Scio Residents for Safe Water, CARD, The City of Ann Arbor, Washtenaw County Water Resources Commissioner, Washtenaw County Public Health Department, Washtenaw County Road Commission, MDEQ, Huron River Watershed Council, Saturate Studios LLC (performing the work)

3. Explanation of the goals of this project.

   This project will render the invisible, visible; by outlining on our surface streets and sidewalks in the public right of way the perimeter of the plume. Every time one crosses this line on the sidewalk, or drives over it in the street, they will be reminded of the danger that remains untreated, and also of the water cycle in general, and on our dependency on things most never see or think about. I cannot think of a better way to reveal the danger than to figuratively bring it to the surface, via this public art. A simple line, with accompanying hashtag, will be a constant reminder of what lies beneath.

   The Gelman Plume, a 1,4 dioxane plume, has for over 40 years been spreading below the city, posing a risk to the residents of Washtenaw County who get water from wells, and to the main source of the city of Ann Arbor's drinking water, Barton Pond. It has come to my attention through participation in CARD that there now concerns over it appearing in groundwater, as a vapor in basements, and possibly spreading faster than previously realized in the direction of the city's main water intake. One city intake well has already been shut down due to contamination. And yet, this very real threat remains invisible to residents of the area. The goal is to increase awareness of the toxic plume, to educate residents about the size and location of the toxic plume and to direct them to an information repository where they can easily get involved in public actions to encourage cleanup.

4. Potential difference it will make for Ann Arbor.

   The more residents are aware of this hidden danger, the most energized they will be to demand solutions. I hope that this project will inspire conversations in the classrooms, boardrooms, homes and government offices. It will be a powerful reminder of our reliance on the groundwater cycle, and the accompanying website will empower residents to make real changes and demand real solutions to water issues, both at home and elsewhere in the state.

Thank you for your consideration of this project,

Sincerely,

Jeffrey Hayner

Saturate Studios LLC
[redacted]
jeff@saturate.org

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor); Harrison, Venita; Lazarus, Howard
Subject:	FW: Submission for Bloomberg Philanthropies Public Art Challenge
Date:	Monday, March 26, 2018 4:47:00 PM

Another proposal for the Bloomberg Art Challenge. Please see below.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Jeffrey Hayner [mailto:Jeff@saturate.org]
Sent: Monday, March 26, 2018 4:44 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Submission for Bloomberg Philanthropies Public Art Challenge

To whom it may concern, please accept this brief submission for the Bloomberg Philanthropies Public Art Challenge.

1. Description of the project.

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2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups.

   (Proposed)
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3. Explanation of the goals of this project.

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dependency on things most never see or think about. I cannot think of a better way to reveal the danger than to figuratively bring it to the surface, via this public art. A simple line, with accompanying hashtag, will be a constant reminder of what lies beneath.

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4. Potential difference it will make for Ann Arbor.

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Thank you for your consideration of this project,

Sincerely,

Jeffrey Hayner

Saturate Studios LLC
[redacted]
jeff@saturate.org

From:	Schopieray, Christine
To:	"Jeffrey Hayner"
Subject:	RE: Submission for Bloomberg Philanthropies Public Art Challenge
Date:	Monday, March 26, 2018 4:50:00 PM

Good afternoon Mr. Hayner,
Your application has been received and has been forwarded to the judging panel.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Jeffrey Hayner [mailto:Jeff@saturate.org]
Sent: Monday, March 26, 2018 4:44 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Submission for Bloomberg Philanthropies Public Art Challenge

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Thank you for your consideration of this project,

Sincerely,

Jeffrey Hayner

Saturate Studios LLC
[redacted]
jeff@saturate.org

From: Schopieray, Christine
To: "Christopher Taylor"; Taylor, Christopher (Mayor); Lazarus, Howard; Harrison, Venita
Subject: FW: Ann Arbor public art challenge
Date: Tuesday, March 27, 2018 9:13:00 AM

One last proposal for the Bloomberg Art Challenge.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Xue Ding [mailto:[redacted]
Sent: Monday, March 26, 2018 10:24 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor public art challenge

Hi Christine,

We are writing to submit a proposal for the Ann Arbor public art challenge, which we encountered in an MLive article.

The project we are thinking of is to turn all of the AAATA bus stop shelters into art pieces. Each bus stop shelter can be remodeled to fit a theme, and if the budget is limited, it could be simple paintings on the existing shelters. For an example theme, each bus stop shelter art could represent a different country or culture, so that a bus ride around the city would be like touring around the world. A shelter representing China could be designed as an ancient temple, or one representing Japan could be designed as a Shinto shrine, and so on. The goal of the project is to express the diversity of the city, which is deeply woven into the fabric of the AA community with much help from the University of Michigan. This art project is not only going to the boost the city's aesthetics, but also shows the acceptance and kindness aspects of the community that are so familiar to foreign-born residents.

To initiate the project, maybe the city can announce an art contest in order to sample art works and designs for different cultures and pick the ones that are suitable for the purposes of the project. The next step would be to hire professional artists to execute the designs around the city. Of course, there are many considerations to be taken in terms of details, such as ensuring that the bus shelter still allows for visibility for riders on the inside, and that the designs are not offensive toward the depicted culture or other cultures.

Thanks for you time in reading our brief concept proposal.

Xue and Zach Dietrich

From: Schopieray, Christine
To: "Allison Buck"
Subject: RE: Bloomberg Challenge
Date: Tuesday, March 27, 2018 10:12:00 AM

Good morning Allison,
I have been made aware that you will be part of the judging panel. Please let me know if you have received all 8 of the proposals for the Bloomberg Art Challenge. If not I will forward them shortly. I apologize for the short meeting notice. Venita Harrison and myself will be meeting today at 11am to set up a judging criteria for proposals and then meet with you and the other judges on Wednesday at 2pm. (I just sent the meeting notice to you) Please feel free to call me with any questions.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Monday, March 26, 2018 12:23 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Cc: David Esau <desau@cdiarchitects.com>; Kotarski, John <kotarski@pobox.com>
Subject: Re: Bloomberg Challenge

Hi All!

Thanks for the introduction John. I know that the proposal outlines for the Bloomberg Challenge are due today so I wanted to touch base on next steps.

As John said, I work full time at The Guild of Artists and Artisans and our first art fair of the season is fast approaching next week (April 5th and 6th) so my time is limited. My hope would be that we could meet for about an hour or two tomorrow and an hour or two Wed/Thursday to complete the review process.

Is there a plan in place already for the review of the submitted proposal outlines? If not, my suggested next steps would be to meet with the outline review committee as soon as possible (tomorrow) to discuss a review rubric and distribute copies of the submitted proposals for us to read over night (or a couple of nights depending on how many there are) and then come back together to review them based on the agreed upon rubric.

I'm excited to participate in the review process and help facilitate the submission of an excellent proposal! Looking forward to seeing the submitted proposals and meeting you all.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Sun, Mar 25, 2018 at 10:31 PM, John Kotarski <kotarski@pobox.com> wrote:

> Hi all,
>
> Just want to connect you with Allison Buck, vice chair of the art commission, who has agreed to participate on the review committee.
>
> Allison's day job is marketing director for the Guild of Artists and Artisans. Please bring her up to speed on how she can help so that she might schedule her time among her other commitments.
>
> I leave it to all of you to connect as necessary.
>
> Best,
> John

From: Allison Buck
To: Schopieray, Christine
Cc: Kotarski, John
Subject: Re: Bloomberg Challenge
Date: Tuesday, March 27, 2018 10:18:17 AM

Christine,

I have not yet received the proposals or the meeting information for tomorrow. Please send those so that I may review them this evening. In the meeting tomorrow will we be discussing the proposals based on the criteria you guys come up with today? If so, can you please send out this criteria as soon as its completed so that I may keep those items in mind when reviewing the proposals this evening?

Thanks for looping me in! See you tomorrow!

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Tue, Mar 27, 2018 at 10:12 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good morning Allison,
>
> I have been made aware that you will be part of the judging panel. Please let me know if you have received all 8 of the proposals for the Bloomberg Art Challenge. If not I will forward them shortly. I apologize for the short meeting notice. Venita Harrison and myself will be meeting today at 11am to set up a judging criteria for proposals and then meet with you and the other judges on Wednesday at 2pm. (I just sent the meeting notice to you) Please feel free to call me with any questions.
>
> Sincerely,
>
> Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Monday, March 26, 2018 12:23 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Cc: David Esau <desau@cdiarchitects.com>; Kotarski, John <kotarski@pobox.com>
Subject: Re: Bloomberg Challenge

Hi All!

Thanks for the introduction John. I know that the proposal outlines for the Bloomberg Challenge are due today so I wanted to touch base on next steps.

As John said, I work full time at The Guild of Artists and Artisans and our first art fair of the season is fast approaching next week (April 5th and 6th) so my time is limited. My hope would be that we could meet for about an hour or two tomorrow and an hour or two Wed/Thursday to complete the review process.

Is there a plan in place already for the review of the submitted proposal outlines? If not, my suggested next steps would be to meet with the outline review committee as soon as possible (tomorrow) to discuss a review rubric and distribute copies of the submitted proposals for us to read over night (or a couple of nights depending on how many there are) and then come back together to review them based on the agreed upon rubric.

I'm excited to participate in the review process and help facilitate the submission of an excellent proposal! Looking forward to seeing the submitted proposals and meeting you all.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Sun, Mar 25, 2018 at 10:31 PM, John Kotarski <kotarski@pobox.com> wrote:

> Hi all,

Just want to connect you with Allison Buck, vice chair of the art commission, who has agreed to participate on the review committee.

Allison's day job is marketing director for the Guild of Artists and Artisans. Please bring her up to speed on how she can help so that she might schedule her time among her other commitments.

I leave it to all of you to connect as necessary.

Best,

John

From: Schopieray, Christine
To: "Allison Buck"
Subject: RE: Bloomberg Challenge
Date: Tuesday, March 27, 2018 10:20:00 AM

Hello Alison,
Yes, we will be discussing the proposals based on the criteria we come up with today. I will send it as soon as we have solidified it. In the meantime please look for the proposals I will be forwarding.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Tuesday, March 27, 2018 10:18 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Kotarski, John <kotarski@pobox.com>
Subject: Re: Bloomberg Challenge

Christine,

I have not yet received the proposals or the meeting information for tomorrow. Please send those so that I may review them this evening. In the meeting tomorrow will we be discussing the proposals based on the criteria you guys come up with today? If so, can you please send out this criteria as soon as its completed so that I may keep those items in mind when reviewing the proposals this evening?

Thanks for looping me in! See you tomorrow!

Allison Buck

"Art enables us to find ourselves and lose ourselves at the same time." ***-Thomas Merton***

On Tue, Mar 27, 2018 at 10:12 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good morning Allison,
> I have been made aware that you will be part of the judging panel. Please let me know if you have received all 8 of the proposals for the Bloomberg Art Challenge. If not I will forward them shortly. I apologize for the short meeting notice. Venita Harrison and myself will be meeting today at 11am to set up a judging criteria for proposals and then meet with you and the other judges on Wednesday at 2pm. (I just sent the meeting notice to you) Please feel free to call me with any questions.
> Sincerely,

Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Monday, March 26, 2018 12:23 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Cc: David Esau <desau@cdiarchitects.com>; Kotarski, John <kotarski@pobox.com>
Subject: Re: Bloomberg Challenge

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> I leave it to all of you to connect as necessary.
>
> Best,
> John

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: Bloomberg Challenge Proposal
Date:	Tuesday, March 27, 2018 10:21:00 AM
Attachments:	Rag Tag Theater Bloomberg Proposal.pdf

3rd

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mark Tucker [mailto:[redacted]
Sent: Thursday, March 15, 2018 2:01 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Challenge Proposal

Dear Challenge Proposal Committee,

I have attached a proposal for the Bloomberg Challenge called "Rag Tag Theater".

This is a "shovel-ready" idea that has been developed on a small-scale and was presented two years ago at the Detroit Design Festival as a pop-up kids' theater in downtown Detroit. Since then we've been looking for funding to design and build a mobile version of this pop-up theater where we would transform an urban ice cream truck into a traveling stage and laboratory for kids to create their own plays based on kids' scripts that focus on local civic challenges addressed through the play-making process.

Key collaborators would primarily be the kids in neighborhoods we visit who would be guided by college students hired from EMU/UM/Washtenaw Community Colleges who delight in working with youngsters, and who have a keen interest in using theater as a tool for self-expression and problem solving/addressing.

This project would primarily focus on, and impact, neglected neighborhoods in the Washtenaw County region.

The potential to make a difference in the lives of kids in neighborhoods where they historically do not have access to unique playmaking and creative arts opportunities, and/or have restrictive transportation options, is what makes this project attractive. Also, engaging college students to facilitate the logistics and operations of the Rag Tag Theater concept, thereby employing the gifts and skills of these students on a local level, may lead to more long-term civic engagements, connections, ideas, and creative entrepreneurships as more students choose to remain in the area to pursue their careers.

My role as Art Director and Lecturer at the University of Michigan allows me to work on the Rag Tag Theater concept pedagogically and logistically while we develop existing and future partnerships that would help to bring this project to life.

Please don't hesitate to contact me if you would like any more information regarding this idea.

--
Mark

RAG TAG THEATER

A POP-UP, MAKE-IT-YOURSELF, MOBILE THEATER FOR KIDS!

Imagine: An ordinary-seeming ice cream truck drives down your street, playing a music-box tune, when suddenly it comes to a halt, its doors swing open, and a velvet curtain slowly rises to reveal a *tiny make-shift theater* complete with everything a young thespian would need to put on their own theatrical performance. **Check out this promotional video: https://www.youtube.com/watch?v=0_5qkGuyr_0**

Rag Tag Theater offers a free, welcoming stage for kids to explore themselves and each other in the comfort of their own neighborhoods. Through guided theater exploration kids develop the ability to communicate, create, compromise, and collaborate, fostering creative playmaking and giving voice to their imaginations. Creative writing and reading enhancement is built into the script writing playshops focused on community issues that affect kids and matter most.

The nature of a mobile theater lends itself to being completely accessible without needing a permanent space. *Rag Tag Theater*, in partnership with local community organizations, will travel to a different neighborhood every week throughout the summer creating potential for widespread and positive impact on a large number of youth and community members in neighborhoods currently untouched by the arts.

Mister
Softee
CONES SHAKES · SUNDAES

As Washtenaw County positions itself to be a successful part of the creative economy, providing access to creative opportunities for all youth is vital to the future success of the region. Until area schools can successfully fund robust arts programming for all kids to fully develop their creative potential, *Rag Tag Theater* strives to provide a mobile bridge for kids to discover and explore the power of their imaginations through the dynamic art of play making.

Jessie Hernandez, Founder of Southwest Detroit's Iluminado and Community Education Class Coordinator at Gleaners Community Food Bank, and Mark Tucker, Founder of FestiFools/FoolMoon and Art Director at the University of Michigan, have a passion for designing effective ways to empower healthier neighborhoods through the process of community art making. By inviting people to join their creative projects via the making of unique theatrical spectacles, they've facilitated innovative workshops that stimulate dialogue and encourage relationship building. These events are now annually sustained through ongoing collaborations with a diversity of neighborhoods, businesses, schools, and community centers.

For more information, please contact: [redacted]

From: Schopieray, Christine
To: "allisonbuck13@gmail.com"
Subject: FW: Proposal for Bloomberg Philanthropies Public Art Challenge
Date: Tuesday, March 27, 2018 10:21:00 AM

2nd proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

-----Original Message-----
From: Patti Smith [mailto:[redacted]
Sent: Wednesday, March 21, 2018 9:01 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Proposal for Bloomberg Philanthropies Public Art Challenge

Hello! Please find my proposal below. If you have any questions, let me know!

Thanks so much!
Patti Smith :)

Title of the project: WORDS ON WALLS

Ann Arbor is a literary city. With ten independent bookstores, a history of literary figures in town (e.g. Frost, Miller), and a world class library system, there can be no doubt that Ann Arbor loves its words. While we currently have a robust selection of visual art pieces around town, most do not include text. It's time to change that.
Words on Walls would see short stories and poems by local writers painted on public and private spaces. The name does not mean that the writings would be limited to walls. These could take the form of temporary chalk stories in crosswalks (Chalk in the Cross), stories written on the stairs of parking garages (Stories on Steps) or permanent writings on the windows of area businesses (Words on Windows).
The possibility for collaboration is only limited by our imaginations. For the first iteration, local writers would submit short stories or poems that would be painted by local visual artists. Students at both the K-12 and college level could submit entries that could be judged by any of our local art centers.
The ultimate goal is to expand the idea of what public art means. Traditionally public art has been comprised of paintings, murals, and sculptures. While these are valuable and important, it is time to fill some of the empty spaces in our lovely town with words.
Writing as public art is rarely seen in the United States. Ann Arbor could be a leader in this field and inspire other cities to invest in its writers and poets. We would attract national attention not only for our commitment to public art but also for our local talent. We have the chance to be ahead of the curve on this and I would love to see us take on this project!

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Date:	Tuesday, March 27, 2018 10:21:00 AM
Attachments:	NMF Bloomberg Art Challenge Letter-1.pdf Phase One Application Bloomberg Art Challenge Ann Arbor Art Rotating Art Gallery Project.pdf Prototype Samples & Screenshots vFinal.pdf A3 Project Planning Document vFinal.pdf A3 User Requirement Doc vFinal.pdf Ann Arbor Art Rotating Art Gallery Two Year Budget.xls Downtown Ann Arbor Map.pdf
Importance:	High

---

1 proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Stephen Lange Ranzini [mailto:ranzini@university-bank.com]
Sent: Monday, March 26, 2018 12:21 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Kotarski, John <kotarski@pobox.com>; Allison Buck <allisonlbuck13@gmail.com>
Subject: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Importance: High

Hi Christine!
Please find attached the Ann Arbor Rotating Art Gallery Project's Grant Application for the Bloomberg Art Challenge.
Please confirm receipt.
Thanks!

Stephen Lange Ranzini
President & CEO, Northern Michigan Foundation
President & CEO, University Bank* & University Bancorp**
Ann Arbor, MI USA
☎(+1)(734) 741-5858 xt 9226 [desk]
(+1)(734) 741-5859 [fax]
ranzini@university-bank.com [email]

* Founded in 1890, University Bank® is the 15th oldest bank headquartered in Michigan. We are proud to have been selected as the "Community Bankers of the Year" by both American Banker magazine and the American Bankers Association and as the second fastest growing business of any type in the Greater Detroit Region by Crain's Detroit Business. As of 12/31/2017, University Bank was managing over $20.8 billion in financial assets for over 120,000 customers and our 401 employees make us the 5th largest bank based in Michigan.

** University Bank is a Member FDIC and an Equal Housing Lender. University Bank is a

wholly-owned subsidiary of University Bancorp, which is listed on the OTCQB stock market under symbol UNIB. We are proud to be noted by American Banker newspaper as the top performing publicly traded bank in the entire United States in 2016 & 2015, based on our return on average equity of 25.25% and 25.21%, respectively. We were also the second highest performing publicly traded community bank in the U.S. based on our 18.75% annual average Return on Equity over the period 2012 to 2014, according to American Banker newspaper. University Bank's five year average Return on Equity is 18.8% and our Return on Equity over the trailing twelve months to 9/30/2017 was 25.3%. For the past 5 years University Bank's annual revenue grew an average of 33.0% and our revenue growth in the first nine months of 2017 was 29.1%.

The American Bankers Association, through its Corporation for American Banking subsidiary, has endorsed University Bank's subsidiary, Midwest Loan Services Inc., to provide residential mortgage subservicing services to member banks and their borrowers nationwide. Midwest is known for friendly, responsive service and industry-leading technology that help lenders retain customers, reduce costs and ensure regulatory and operational compliance. Midwest's mortgage customers have 14x fewer complaints than the industry average according to the Consumer Financial Protection Bureau's complaint database.

NoNPPI

This email and any files transmitted with it are privileged and confidential. This email is intended solely for the use of the individual(s) or entity to which it is addressed. If you are not the named addressee, then any dissemination, distribution, and copying is strictly prohibited. Please notify the sender immediately, by email if you have received this email in error and delete the message from your system. The sender does not accept liability for any errors or omissions in the content of this message that arise as a result of email transmission.

NORTHERN MICHIGAN FOUNDATION
2015 Washtenaw Avenue, Ann Arbor, MI 48104 (734) 741-5858 xt 9226

March 26, 2018

Ms. Christine Schopieray
Executive Assistant to Mayor Christopher Taylor
City of Ann Arbor
Larcom City Hall, Third Floor
301 E. Huron Street
Ann Arbor, MI 48104

Dear Christine:

Please find attached the application of the Ann Arbor Art Rotating Art Gallery for the Bloomberg Philanthropies Public Art Challenge. The Ann Arbor Art or A^3 Project is an innovative and exciting Project that would take the Art Fair from being a once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall for a long weekend, to a year-round event integrated into the daily life of the entire city.

The A^3 Project would showcase the work of the best local artists and by providing them with a platform to engage and sell their art to the public, would infuse more money directly into the hands of local artists so that talented artists can earn a living wage year-round, making our community able to be more inclusive.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

The A^3 Project is already in process of implementation. Winning the Bloomberg Philanthropies Public Art Challenge would dramatically accelerate the implementation of the entire project and all of its proposed functionality.

A^3 Project owns the domain name www.AnnArborArt.org and will market the A^3 Project under the tagline "A^3, Taking Art to a Higher Power!"

If successful, Northern Michigan Foundation would establish a new fund account to serve as the fiduciary for this project.

Sincerely,

Stephen Lange Ranzini
President & Chairman

Northern Michigan Foundation, a 501c3, Non-profit organization, administers:

- the Northern Michigan & Lake County, Michigan Rural Relending Economic Development Funds, programs supported by the U.S. Department of Agriculture;
- the Kids B'Cause™ Fund, which supports non-profits in Washtenaw County that support disadvantaged children, and
- the Joseph Louis Ranzini Charitable Trust Fund, which supports random acts of charitable kindness.

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
City of Ann Arbor, Michigan

Mailing Address

City Hall Street Address
Larcom City Hall, Third Floor
301 E. Huron Street

City
Ann Arbor

State
MI

Zip Code
48104

Population
119,000

Website
www.a2gov.org

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title
Mayor

Prefix
Mr.

First Name
Christopher

Middle Initial

Last Name
Taylor

Email
ctaylor@a2gov.org

Phone
734.794.6165

Month and year current term ends (mm/yy)
11/18

Eligible for another term
Please enter "Yes" or "No"
Yes

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title
Assistant to the Mayor

Prefix
Ms.

First Name
Christine

Middle Initial

Last Name
Schopieray

Email
cschopieray@a2gov.org

Phone
734.794.6161, ext. 41602

Application Details

4. Project Information

Proposed Project Title

Ann Arbor Art Rotating Art Gallery

Proposed Project Description

(300 words maximum)

We propose the creation in Ann Arbor of a rotating public art gallery displaying the work of local artists. The artists would be selected via juried competitions open to all local artists with the nine winners each getting a four month show, so three artists would display their works simultaneously at all times. The art would include sculpture outdoors and other arts indoor. The art would include sculpture outdoors and other arts indoor.

It is a core value of Ann Arbor that we honor and support our artists. Ann Arbor is most famous for its annual Art Fair, the first and biggest street art fair in the United States, which has over 500,000 visitors annually. Our goal is to take the Art Fair from being a long weekend (Thursday through Sunday) once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall, to a year-round event integrated into the daily life of the entire city. One key goal is to increase exposure of local artists displaying at the Ann Arbor Art Fair and increasing their ability to make a living wage year-round from selling their art to the public.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

Civic issue being addressed

(50 words maximum)

1. There is little opportunity now to showcase the work of the best area artists outside of the annual art fair.
2. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

Proposed Project Date Open to the Public

October 31, 2018

Proposed Project End Date

We believe that the Rotating Art Gallery could be self-sustaining since it would earn commissions from the auction of the art work, so our goal is for the project to continue indefinitely into the future. If our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

Total Project Costs

$1,385,000

Total Committed Funds, if any, as of March 2018

Enter $0 if no funds have been committed

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

$1,000,000

5. Project Location(s)

Please select the city(s) that will benefit from this project.

Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

Ann Arbor, MI

As noted above, if our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

The units of government with facilities in downtown Ann Arbor and businesses that are in the downtown development authority area will be solicited to participate in the Rotating Art Gallery Project. See appended list of the names of these businesses and their street address.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

The Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be responsible for creating the

curated content and information displayed in the website and app and coordinating the installation, retrieval, sale and delivery of the artwork displayed, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

The Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be responsible for updating and maintaining the website, app and database underlying the website and app, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

1. Stephen Lange Ranzini, President, CEO & Treasurer, Northern Michigan Foundation (an IRS approved 501(c)3), the fund fiduciary of the project. Mr. Ranzini's full-time job is serving as the President & CEO of University Bank, a bank based in Ann Arbor that manages over $20.8 billion for over 120,000 customers.
2. Freedman & Goldberg, CPAs, who perform accounting and tax related work for Northern Michigan Foundation.
3. Jeff Ringenberg, U-M Professor of Computer Science and Engineering.
4. Diego Rojas Salvador, U-M Computer Science Team Leader.
5. John Callahan, Kalyn Dai, Laura Huang and Laura Vicinanza, U-M Computer Science Team Members.
6. Ann Arbor Art Center, which has agreed in principle to support the project by providing space for the delivery, retrieval and shipping of the art.
7. Chris M. Nielsen, Esq., who has agreed to donate legal services as described above.
8. Matruka Sherman, John Kotarski, Douglas White, Mike Henry and Linda Peck, who have agreed in principle to assist with operation of the installation, retrieval and delivery of the art.
9. Lindsey Hutchins, who has agreed to donate graphic design services as described above.
10. Galileo Processing, which will provide merchant acquiring services to settle art sales for the winning bidders via credit and debit card.

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

Ann Arbor Art Commission, John Kotarski, Chairman
Ann Arbor Art Center, Marie Klopf, President & CEO
Ann Arbor Mayor's Office, Christopher Taylor, Mayor
City of Ann Arbor, Howard Lazarus, City Administrator
*Ann Arbor News, Paula Gardner, Business Reporter
*Ann Arbor Observer, John Hilton, Editor-in-Chief & Patricia Garcia, Publisher
*Google AdWords, Charles Scrase, Google Technical Services & Ann Arbor Site Lead
*University of Michigan, Jim Kosteva, Director of Community Relations
*Washtenaw County, Gregory Dill, County Administrator
*Main Street Area Association (Merchants Association), Maura Thomson, Executive Director
*Kerrytown District (Merchants Association), Karen Farmer, Executive Director
*State Street District (Merchants Association) & Ann Arbor State Street Art Fair, Frances Todoro-Hargreaves, Executive Director
*Ann Arbor Street Art Fair, The Original, Maureen Riley, Executive Director
*The Guild of Artists & Artisans, which manages the Ann Arbor Summer Art Fair, Karen Delhey, Executive Director
*South University Area Association, which manages the Ann Arbor Summer Art Fair, Maggie Ladd, Executive Director

*The role of these organizations has not yet been confirmed, however informal discussion has begun with many of

them. Our plan is to demonstrate the app and website to them once Phase 1 is complete (scheduled for late April) and then obtain their formal commitment to the Project at that time. The businesses in the downtown area of Ann Arbor will be solicited via the three merchant associations listed.

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

1. Northern Michigan Foundation, an IRS approved 501(c)3, will serve as the fund fiduciary of the project. During the implementation phase of the project, Stephen Lange Ranzini, its President & CEO will manage and coordinate the project. His role will be transitioned over time to the Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

2. Diego Rojas Salvador, is serving as the Team Leader for the computer science work to build out and deploy the website and app. His role will be transitioned over time to the Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

Because the fiduciary of the project will be an independent IRS approved 501(c)3, and the role of the city will be limited to a few tasks described below, it will be insulated from any political or executive changes that might occur.

The City of Ann Arbor is managed under a City Manager style government. The City Administrator, Howard Lazarus, or his replacement, if he is replaced by city council, will coordinate day to day activity via his staff for any aspect of the project involving the city of Ann Arbor or its professional staff.

The Mayor of Ann Arbor serves in a role akin to Chairman of the Board of City Council.

The City's role will be limited to:
1. The Ann Arbor Art Commission will provide input into the RFP process for selecting the Artistic Director and the Curator / Webmaster of the Project.
2. The city will provide locations for the display of artwork in city owned buildings and in city parks. Ann Arbor contains 157 municipal parks ranging from small neighborhood green spots to large recreation areas and ultimately each will be a candidate for outside display of art from the Rotating Art Gallery Project.

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?

Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

The Ann Arbor Art Rotating Art Gallery plans to launch a GoFundMe campaign and has discussed securing

grants from the Ann Arbor Area Community Foundation, the Ann Arbor Downtown Development Authority and University Bank, however no firm commitments have yet been received. Each business that opts in to participate by providing gallery space will be asked to donate a portion of the hardware cost for installing gallery quality wall hanging systems in their business. These costs have not yet been specifically determined, but should only be a few hundred dollars per business.

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.

(200 words maximum)

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

(200 words maximum)

We have created a detailed budget (see below).

Retail businesses usually take 2 years to reach full market penetration. We believe that the Ann Arbor Rotating Art Gallery should break-even prior to the end of the second year, therefore to budget conservatively, we have assumed two years of expenses are required to be available to assure the success of the Project. Any excess funds could be spent on additional paid advertising in the local market, further improvement of the technology or in building a permanent endowment for the Project.

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**

Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.

(200 words maximum)

We have three target markets:
1. the local artists who would participate in the juried competitions;
2. the local businesses and units of government that would participate in displaying the art;
3. the local community who would enjoy the art, use the app and website and bid and buy art they love.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

(300 words maximum)

1. We will reach out to local artists via direct mail and email from the four Ann Arbor art guilds that participate in the Annual Street Art Fair, via their Executive Directors, listed above.
2. We will reach out to the local businesses located in the downtown development authority area of Ann Arbor via direct mail and email, and via the three merchant associations and their Executive Directors, listed above.
3. We will market the app and website to the public via press releases, article placements and ads (both in

print and online) in the two local newspapers noted above, via GoogleAd words ads as noted above, and via the information on the tags of the artwork which will be distributed throughout the downtown Ann Arbor area.

In later phases of the project, the artwork will be distributed throughout the Ann Arbor area including the many city parks and businesses outside of the downtown area. Each piece of artwork will have a tag that contains the artwork's ID, a 2-D Barcode that automatically takes the user's browser to the information on that piece and artist, and the web address of the Ann Arbor Art Rotating Art Gallery website.

The functionality of the website and app enables searches that allows users to find additional art by the same artist, or by similar style or media. Results are expressed in Google Maps and can also be searched by what art is nearby me and the results provide the name of the art and artist and how far away it is. Clicking through gives walking directions to that art.

We own the domain name www.AnnArborArt.org and will market the Project under the tagline "A^3, Taking Art to a Higher Power!"

How do you plan to engage communities impacted by this project during its planning, development and implementation?

(300 words maximum)

We are already engaged with the City of Ann Arbor and its art community via the Ann Arbor Art Commission and the Ann Arbor Mayor's Office. We provided a public presentation of the project to the Ann Arbor Art Commission on March 7 2018, which was well received by the Commissioners and the members of the public and project team who were present.

We plan to gain continuous feedback on the design and functionality of the app and website and business plan from local artists, local business owners, merchant associations, art guilds and the various local units of government including the University of Michigan, during the design and build and implementation phases of the project.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Please list each entity on a separate line. (200 words maximum)

Ann Arbor Art Commission
Ann Arbor Art Center
Ann Arbor Mayor's Office
Ann Arbor City Administrator
Ann Arbor News
Ann Arbor Observer
Google (which has a major regional headquarters in Ann Arbor and gives up to $10,000 in free Google advertising per year to area non-profits)

In the second phase of the project we will catalogue and curate all the existing art and notable architecture in Ann Arbor. Potential partners in this endeavor include the University of Michigan, local units of Government and area Businesses.
Ann Arbor has many locations where some quality art exists however it is difficult to find and few people know where these gems are. For example, while the University of Michigan Art Museum is well known, the University of Michigan has an extensive art collection sprinkled throughout its campus. Many private businesses also have purchased works of art over the years at the Ann Arbor Art Fair, which they display.

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

Our goal is to take the Art Fair from being a long weekend once a year event to a year-round event integrated into the daily life of the entire city. Another key goal is to increase exposure of local artists and increasing their ability to make a living wage year-round from selling their art to the public.

Other than the Art Fair juried competition which is open to artists from around the world, Ann Arbor (A^2) has no established prize competition for local artists to compete in and boost their resume. Winning the A^3 prize and having a four month-long show puts them in a better position to win commissions and obtain better recognition for their work.

Because the A^3 app is free, there is no need by the public to spend money to access more art and be able to appreciate it. One of our key goals is make more art more accessible and foster the development of the local art scene. Due to high and rapidly rising prices of homes in A^2, many artists especially young artists who do not yet own their own home, are being forced to move out of A^2 to lower cost communities. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

If our app is successfully deployed here, it will be easy to enable other cities to adopt their own customized version. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

How will you assess the impact of this project?

(250 words maximum)

The Ann Arbor Art Rotating Art Gallery's database can provide dashboard reporting covering the number of page views, the number of apps downloaded, app usage data, the number of art IDs queried from the app or website, the number of bids entered on the art being shown in the juried competitions,), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale), and other key statistics that will help indicate the impact of the Project.

The City of Ann Arbor does an annual survey of its citizens about a wide range of issues, including perception of the local art scene. We will see if the Project has a material impact if the positive perception of the citizens increases.

If the Ann Arbor Art Rotating Art Gallery is able to break-even or even produce a positive annual fund balance increase, it will indicate that the Project is producing a positive economic social good.

If the software app and database are licensed and implemented by other cities, this will indicate that the Project concept can be successful in other locations around the World.

Name the partner(s) you plan to work with on this assessment.

Please list each entity on a separate line. (150 words maximum)

1. Ann Arbor Art Rotating Art Gallery Management Team
2. Ann Arbor Art Commission
3. City of Ann Arbor Mayor's Office and City Administrator

List of Businesses in the Ann Arbor Downtown Development Authority Area:

ANTIQUES AND COLLECTIBLES

ANTELOPE ANTIQUES & COINS
225 E. Liberty

ARCADIAN
11-13 Nickels Arcade

KALEIDOSCOPE BOOKS
200 N. Fourth

TREASURE MART
529 Detroit

ANN ARBOR MAGIC AND SPORTS MEMORABILIA
255 E. Liberty

APPAREL / FOOTWEAR

AMERICAN APPAREL
613 E. Liberty

AYLA
323 S. Main

BIVOUAC
336 S. State

COLLECTED WORKS
303 Detroit

ELMO'S T-SHIRTS
404 E. Liberty

FJALLRAVEN
213 S. Main

FOURTH AVENUE BIRKENSTOCK
209 N. Fourth

FOOTPRINTS
217 S. Main

THE GETUP VINTAGE
215 S. State

KERRYTOWN MARKET & SHOPS
407 N. Fifth Avenue

M-DEN
315 S. Main
304 S. State

MOES SPORTS SHOP
711 N. University

MOOSEJAW
327 S. Main

MOTIVATION
1203 S. University

ORCHID LANE
419 E. Liberty

PERPETUA BOUTIQUE
209 S. Fourth

PITAYA
315 S. State

RENAISSANCE
306 S Main

RUNNING FIT
123 E. Liberty

SAM'S STORE
207 E. Liberty

TODAY CLOTHING
215 S. Fourth

ULRICH'S SPIRIT SHOP
1117 S. University

UNDERGROUND PRINTING
329 S. Main
1114 S. University

URBAN OUTFITTERS
231 S. State

VAHAN'S CLOTHING & TAILORING
315 E. Liberty

VAN BOVEN
326 S. State

VAN BOVEN SHOES
17 Nickels Arcade

VERBENA
309 S. State

BOOKS

ANN ARBOR DISTRICT LIBRARY
343 S. Fifth

AUNT AGATHA'S
213 S. Fourth

COMMON LANGUAGE BOOKSTORE
317 Braun Ct.

CRAZY WISDOM BOOKSTORE AND TEAROOM
114 S. Main

DAWN TREADER BOOKS
514 E. Liberty

LITERATI BOOKSTORE
124 E. Washington

MOTTE & BAILEY BOOKSELLERS
212 N. Fourth

ULRICHS BOOKSTORE
549 E. University

VAULT OF MIDNIGHT
219 S. Main

WEST SIDE BOOK SHOP
113 W. Liberty

CAR / BIKE RENTAL

ARBOR BIKE
Various locations throughout the downtown

ENTERPRISE RENT-A-CAR
438 W. Huron

MAVEN
Various locations throughout the downtown

ZIPCAR
Various locations throughout the downtown

COFFEE

CAFE VERDE
214 N. Fourth

ELIXIR VITAE
326 Maynard

ESPRESSO ROYALE CAFE
214 S. Main
324 S. State
1101 S. University

LAB COFFEE
505 E. Liberty

MIGHTY GOOD COFFEE
217 N. Main
1335 S. University

MOMO TEA
1213 S. University

ROOSROAST
117 E Liberty

STARBUCKS
300 S. Main
222 S. State
1214 S. University

SHINOLA
301 S. Main

SWEETWATERS COFFEE AND TEA
604 E. Liberty
123 W. Washington

TEA HAUS
204 N. Fourth

ENTERTAINMENT / MUSIC / DANCE

ANN ARBOR COMEDY SHOWCASE
212 S. Fourth

THE ARK
316 S. Main

THE BLIND PIG
208 S. First

C.A.S. BALLET THEATRE
548 Church

CAVERN CLUB AND CIRCUS BAR
210 S. First

DANCE THEATRE STUDIO
711 N. University

FRIENDS KARAOKE
621 Church

KERRYTOWN CONCERT HOUSE
415 N. Fourth

LIVE
102 S. First

MICHIGAN THEATER
603 E. Liberty

NECTO NIGHTCLUB
516 E. Liberty

PINBALL PETE'S
1214 S. University

STATE THEATER
233 S. State

SYLVIA'S STUDIO OF DANCE
525 E. Liberty

EYE GLASSES AND CONTACTS

BENNETT OPTOMETRY
117 S. Main

SEE
308 S. State

FITNESS

ANN ARBOR SCHOOL OF YOGA
420 W. Huron

ANN ARBOR YMCA
400 W. Washington

ASIAN MARTIAL ARTS STUDIO
208 S. Fourth

THE BARRE CODE
500 E. Washington

KEITH HAFNER'S KARATE
214 S. Main

SPARROW FITNESS
407 N. Fifth Avenue

VIE: FITNESS AND SPA
209 S. Ashley

FLOWERS

CHELSEA FLOWER SHOP
203 E. Liberty

LILY'S GARDEN
414 Detroit

TOM THOMPSON FLOWERS
504 S. Main

UNIVERSITY FLOWERS
7 Nickels Arcade, 326 S. State

GALLERIES AND MUSEUMS

ANN ARBOR ART CENTER
117 W. Liberty

ANN ARBOR HANDS-ON MUSEUM
220 E. Ann

KEMPF HOUSE CENTER FOR LOCAL HISTORY
312 S. Division

WASHTENAW COUNTY HISTORICAL SOCIETY
500 N. Main

STUDIO 16
326 S. State

WORK
306 S. State

WSG GALLERY
306 S. Main

GIFTS / SPECIALTY SHOPS

16 HANDS
407 N. Fifth Avenue

42 DEGREES
615½ E. William

ANN ARBOR MAGIC SHOP
255 E. Liberty

ANN ARBOR SPICE MERCHANTS
407 N. Fifth Avenue

THE BEAD GALLERY
311 E. Liberty

BED & BUTTER
333 S. Main

BONGZ & THONGZ
119 E. Liberty

CAMPUS BIKE SHOP
336 Maynard

CARAVAN GIFT SHOP
1-3 Nickels Arcade, 326 S. State

CAROL ROEDA STUDIO
319 S. Main

CATCHING FIREFLIES
419 Detroit

CHERRY REPUBLIC
223 S. Main

DOGMA CATMANTOO
208 N. Fourth

ENCORE RECORDS
417 E. Liberty

FOUND
407 N. Fifth Avenue

FUSTINI'S OILS & VINEGARS
407 N. Fifth Avenue

FOUR DIRECTIONS
211 S. Main

GAME ON
310 S. State

GET CURIOUS WITH SAFETYGIRL
119 E. Liberty

GROOVE YARD
320 S. State

HEAVENLY METAL
207 E. Ann

HIMALAYAN BAZAAR
218 S. Main

HOLLANDERS SPECIALTY PAPER
407 N. Fifth

LAUNCH BOARD SHOP
1200 S. University

LILY GRACE COSMETICS
306 S. Main

LUCKY MONKEY
308 S. Ashley

MUDPUDDLES TOY SHOP
407 N. Fifth Avenue

PEACEABLE KINGDOM
210 S. Main

PRINCESS DESIGNS JEWELRY & ROCK SHOP
407 N. Fifth Avenue

ROCK PAPER SCISSORS
216 S. Main

SHINOLA
301 S. Main

SPUN
407 N. Fifth Avenue

STAIRWAY TO HEAVEN
340 S. State

TEN THOUSAND VILLAGES
303 S. Main

TRANSITION RACK
217 S. Fourth

WIRELESS ZONE, VERIZON
212 S. Main

WAZOO RECORDS
336½ S. State

WILD SIDE SMOKE SHOP
209 E. Liberty

GROCERIES / SPECIALTY MARKETS

ARGUS FARM STOP
325 W. Liberty

BABO MARKET
403 E. Washington

BABO REAL FOOD FAST
12 Nickels Arcade, 326 S. State

BY THE POUND
615 S. Main

CHAMPION'S PARTY STORE
1227 S. University

CUPCAKE STATION
116 E. Liberty

DIAG PARTY STORE
340 S. State

DURHAM'S TRACKLEMENTS AND SMOKERY
407 N. Fifth Avenue

EVERYDAY WINES
407 N. Fifth Avenue

MONAHAN'S SEAFOOD MARKET
407 N. Fifth Avenue

PEOPLE'S FOOD COOPERATIVE
216 N. Fourth

REPLENISH
619 E University

7-ELEVEN
318 S State
1300 S. University

SCHAKOLAD CHOCOLATE FACTORY
110 E. Washington

SPARROW MEATS & PRODUCE
407 N. Fifth Avenue

HOME FURNISHINGS

DOWNTOWN HOME & GARDEN
210 S. Ashley

KING'S CHOSEN
317 S. Main

MIR'S ORIENTAL RUGS
331 S. Main

THREE CHAIRS
215 S. Ashley

LODGING

ANN ARBOR BED AND BREAKFAST
921 E. Huron

BELL TOWER HOTEL
300 S. Thayer

BELLANINA GUEST HOUSE
409 N. Fourth

EMBASSY HOTEL
200 E. Huron

GRADUATE HOTEL
615 E. Huron

RESIDENCE INN
120 W. Huron

JEWELRY

ABRACADABRA JEWELRY/GEM GALLERY
205 E. Liberty

CHRIS PETERSEN JEWELRY DESIGN
306 S. Main

SCHLANDERER & SONS
208 S. Main

URBAN JEWELERS
215 S. Main

PHARMACIES

CVS
209 S. State

WALGREENS
317 S. State

RESTAURANTS / BARS

AFTERNOON DELIGHT
251 E. Liberty

ALLEY BAR
112 W. Liberty

AMER'S
312-314 S. State
611 Church

\AUT\BAR
Braun Court

AMA BISTRO
215 S. State

AMADEUS CAFE
122 E. Washington

ANTHONY'S GOURMET PIZZA
621 S. Main

ARBOR BREWING CO.
114 E. Washington

THE ARENA
203 E. Washington

ARGERIOS ITALIAN RESTAURANT
300 Detroit

ASHLEY'S
338 S. State

ASIAN LEGEND
516 E. William

AVENTURA
216 Washington

AYAKA
1205 S. University

BABS' UNDERGROUND LOUNGE
213 S. Ashley

THE BACK ALLEY GOURMET
611 S. Main

BACK ROOM
605 Church

BACK2ROOTS BISTRO
108 S. Main

BANDITOS
216 S. Fourth

BAR LOUIE
401 E. Liberty

bd's MONGOLIAN GRILL
200 S. Main

BEER GROTTO
303 S. Ashley

BELLY DELI
1317 S. University

BEN & JERRY'S
304 S. State

BLACK PEARL
302 S. Main

BLANK SLATE CREAMERY
300 W. Liberty

BLIMPY BURGER
304 S. Ashley

THE BLUE LEPRECHAN
1220 S. University

BLUE NILE
221 E. Washington

BLUE TRACTOR
207 E. Washington

BROKEN EGG
221 N. Main

BROWN JUG
1204 S. University

BRUEGGER'S BAGELS
709 N. University

BTB CANTINA
1140 S. University

BUBBLE ISLAND
1220 S. University

BUFFALO WILD WINGS
205 S. State

BURGERFI
1235 S. University

CAFÉ FELIX
204 S. Main

CAFÉ ZOLA
112 W. Washington

CHINA GATE
1201 S University

CHIPOTLE MEXICAN GRILL
235 S. State

CHOP HOUSE/LA DOLCE VITA
322 S. Main

CLOVERLEAF RESTAURANT
201 E. Liberty

CONOR O'NEILL'S IRISH PUB
318 S. Main

COTTAGE INN
512 E. William

THE EARLE
121 W. Washington

EARTHEN JAR
311 S. Fifth

EASTERN FLAME
304 S. Ashley

ELEVATION BURGER
529 E. Liberty

EVE THE RESTAURANT
300 S. Thayer

FLEETWOOD DINER
300 S. Ashley

FRANK'S RESTAURANT
334 Maynard

FRITA BATIDOS
117 W. Washington

GOOD TIME CHARLEY'S
1140 S. University

GRANGE KITCHEN & BAR
118 W. Liberty

GRATZI
326 S. Main

GRIZZLY PEAK BREWING CO.
120 W. Washington

HAPPY TERIYAKI
314 Detroit

HEIDELBERG
215 N. Main

HOP CAT
311 Maynard

HUNTER HOUSE
609 E. William

ISALITA
341 E. Liberty

JAMAICAN JERK PIT
314 S. Thayer

JC RICH KOREAN RESTAURANT
1313 S. University

JIMMY JOHNS
324 S. State
1207 S. University

JERUSALEM GARDEN
314 E. Liberty

JOLLY PUMPKIN
311 S. Main

KANG'S KOREAN RESTAURANT
1327 S. University

KNIGHTS
600 E. Liberty

KOSMO
407 N. Fifth Avenue

THE LAST WORD
301 W. Huron

LE DOG
306 S. Main

LOGAN AN AMERICAN RESTAURANT
115 W. Washington

LUCKY KITCHEN
611 E. University

THE LUNCH ROOM
407 N. Fifth Avenue

MADRAS MASALA
328 Maynard

MAIZE N BLUE DELI
106 E. Liberty
1329 S. University

MANI OSTERIA
341 E. Liberty

MARK'S CARTS
210 S. Ashley

MARNEE THAI
414 S. Main

MASH BAR
211 E. Washington

MELANGE BISTRO
312 S. Main

MEZES GRILL
715 N. University

MEZZEVINO
120 E. Liberty

MIKI
106 S. First

NEOPAPALIS
500 E. William

NEW YORK PIZZA DEPOT
605 E. William

NOODLES
320 S. State

NO THAI
226 N. Fourth
1300 S. University, Suite 3

OASIS DELI
1104 S. University

OLD TOWN
122 W. Liberty

THE OLD GERMAN
120 W. Washington

PACIFIC RIM
114 W. Liberty

PALIO
347 S. Main

PANCHEROS
1208 S. University

PIEOLOGY PIZZERIA
620 E. Liberty

PITA KABOB GRILL
619 E. William

THE PITA PIT
615 E. University

PIZZA HOUSE
618 Church

PIZZA PINO
221 W. Liberty

POTBELLY SANDWICH WORKS
300 S. State

PRETZEL BELL
226 S. Main

PRICKLY PEAR CAFÉ
328 S. Main

RATHSKELLER
215 N. Main

RAVENS CLUB
207 S. Main

RAY'S RED HOTS
629 E. University

REAL SEAFOOD CO.
341 S. Main

RED HAWK BAR & GRILL
316 S. State

REVIVE
619 E. University

RICK'S AMERICAN CAFÉ
611 Church

RUTH'S CHRIS STEAKHOUSE
314 S. Fourth

SABOR LATINO
211 N. Main

SADAKO
1321 S. University

SAIGON GARDEN
1220 S. University

SALADS UP
611 E. Liberty

SAN FU
625 S. Main

SAVA'S
216 S. State

SILVIO'S ORGANIC PIZZA
715 N. University

SCOREKEEPERS
310 Maynard

SHALIMAR
307 S. Main

SLURPING TURTLE
608 E. Liberty

SOTTINI'S SUB SHOP
205 S. Fourth

SPARROW LUNCH COUNTER
407 N. Fifth Avenue

SPENCER
113 E. Liberty

THE STUDY HALL LOUNGE
1220 S. University

SUBWAY
1319 S. University
411 E. Washington

SUSHI.COME
715 N. University

SUVAI PALACE
400 S. Division

TASTE KITCHEN
521 E. Liberty

TIM HORTONS
1300 S. University

TIOS
401 E. Liberty

TK WU
510 E. Liberty

TOMUKUN NOODLE BAR AND RESTAURANT
505 E. Liberty

TOTORO
215 S. State

TROPICAL SMOOTHIE
607 E. Liberty

UNIVERSITY CAFÉ
621 Church

VINOLOGY
110 S. Main

WEST END GRILL
120 W. Liberty

WHICH WICH
301 E. Liberty

ZINGERMAN'S DELI
422 Detroit

ZINGERMAN'S NEXT DOOR
422 Detroit

SALONS/BARBERS/SPAS/MASSAGE

ANNEKE'S HAIR & COMPANY
221 S. Main

ARCADE BARBERS
6 Nickels Arcade, 326 S. State

BELLANINA DAY SPA
201 N. Fourth

CAMPUS BARBER AND BEAUTY
524 E. William

CHURCH STREET BARBERS
607 Church

DASCOLA BARBERS
304 ½ S. State

DA VINCI'S SALON
305 S. Main

DOUGLAS J AVEDA INSTITUTE
333 Maynard

DOUGLAS J SALON
500 E. Liberty

ENCORE STUDIO
407 N. Fifth Avenue

GRATEFUL DREADS
409 ½ N. Fourth

JESSICA'S SKIN & BODY APOTHECARY
301 N. Fifth

METAMORPHOSIS
255 E. Liberty, Suite 231

MICHAEL SUSANNE HAIR STUDIO
303 Detroit

NEW AGE SALON
347 Maynard

NOGGINZ
1214 S. University

ORBIT HAIR DESIGN
334½ S. State

POLISHED
1115 S. University

PURA VIDA COLOR STUDIO
207 S. Fourth

RELAX STATION
300 W. Huron

RUB
214 S. Main, Suite 201

SALON FRAXURE
338 S. Ashley

SALON VERTIGO
212 S. Fourth

SALON VOX
115 W. Liberty

SALON XL
208 E. Washington

TAYLOR & COLT
601 E. Liberty

THE WAX LOFT
1103 S. University

VICKI'S WASH & WEAR HAIRCUTS
207 E. Ann

WEEGEE HAIR SALON
514 E. William

OTHER SERVICES

ANN ARBOR SHOE REPAIR
619 S. Main

ANN ARBOR STATE BANK
125 W. William

BANK OF ANN ARBOR
125 S. Fifth

BOERSMA TRAVEL
12 Nickels Arcade, 326 S. State

COMERICA BANK
101 N. Main
314 E. Washington
777 N. University

DOLLAR BILL COPYING
611 Church

EUREKA CLEANERS
308 N Main
1305 S. University

FEDEX KINKO'S
505 E. Liberty

GOLD BOND CLEANERS
322 Maynard

HUNTINGTON BANK
616 E. Liberty

KEY BANK
100 S. Main

KOLOSSOS PRINTING
301 E. Liberty
1214 S. University

PARK SHOE REPAIR
120 N. Fourth

PNC
1100 S. University
407 N. Fifth Avenue (ATM)

SUN TAN CITY
627 S. Main

U OF M CREDIT UNION
333 E. William

US POST OFFICE
200 E. Liberty

US POST OFFICE
1214 S. University

VOGEL'S LOCK AND SAFE
113 W. Washington

Ann Arbor Art Prototype Sample

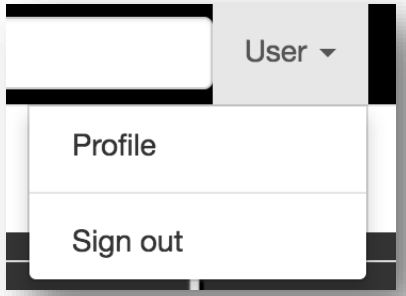
Navigation Bar – Not Signed In

Navigation Bar – Signed In

Summary – All of our pages will have a uniform navigation bar on the top for users to navigate to specific pages with ease. The logo *Ann Arbor Art* will redirect to our homepage. List, Map, and Artist tabs will link to the appropriate pages to display the list of art, map, and list of artists. The Search bar upon hitting enter will link to the page with artwork or artists that are related to keywords. We want our users to be able to search our website content from anywhere on the application.

The right side of our navigation will depend on if a user is signed in or not. If not signed in, a Google Sign In button will be present which will redirect the user to sign in with Google and then redirect to our homepage.

If the user is signed in, there will be a User dropdown menu that will link to the user's profile page and the Sign Out button. Any extra user functions we add will most likely be linked to this dropdown in the future.

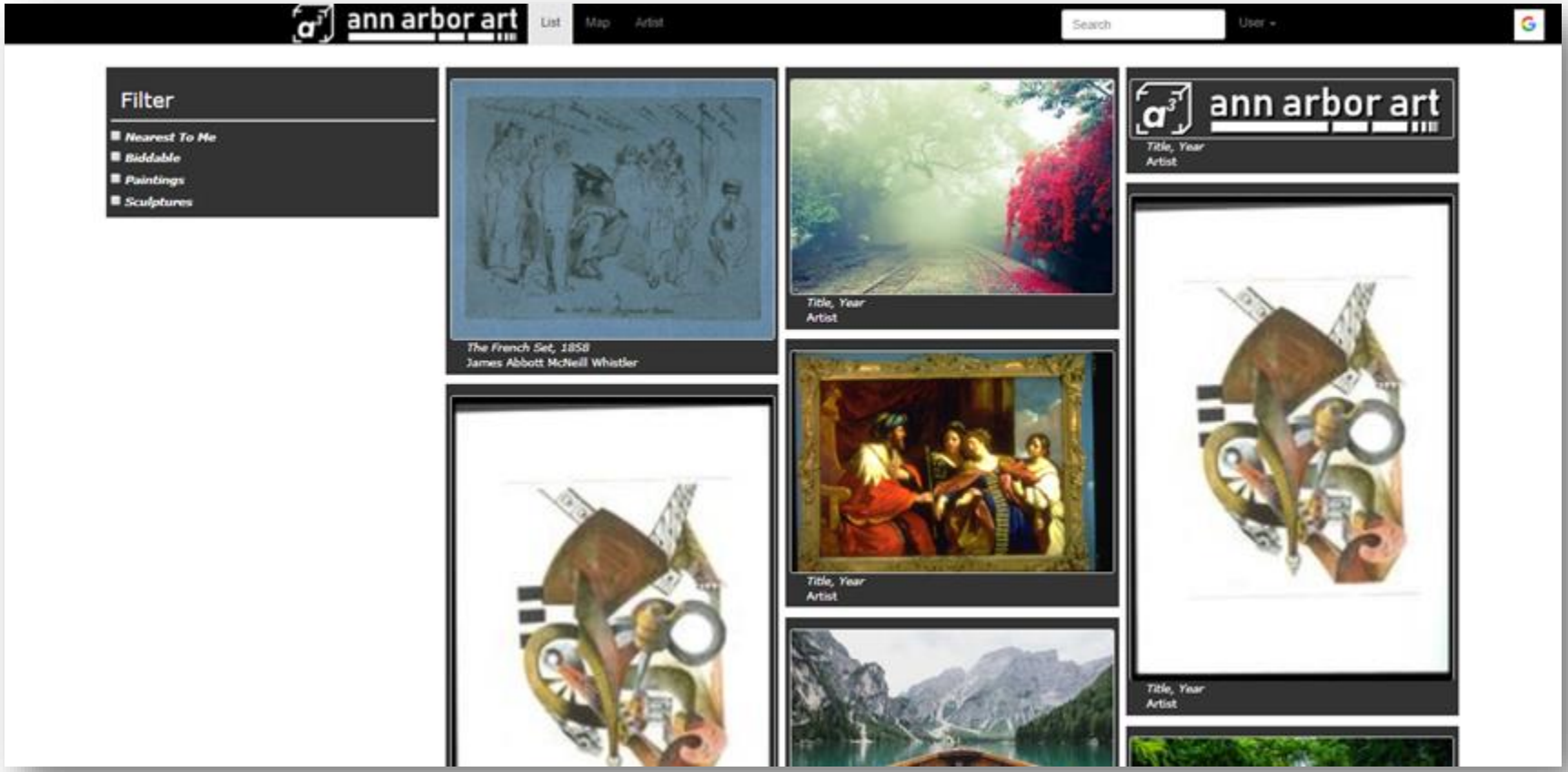


Scalability – Mobile Capability

Shrinking a web browser or displaying the application in any mobile device will adjust the navigation bar to access all functionality in a tidy view of a general dropdown as shown below. Pressing the dropdown will show us our original tabs.

Navigation Bar – Mobile Version

Ann Arbor Art Prototype Sample

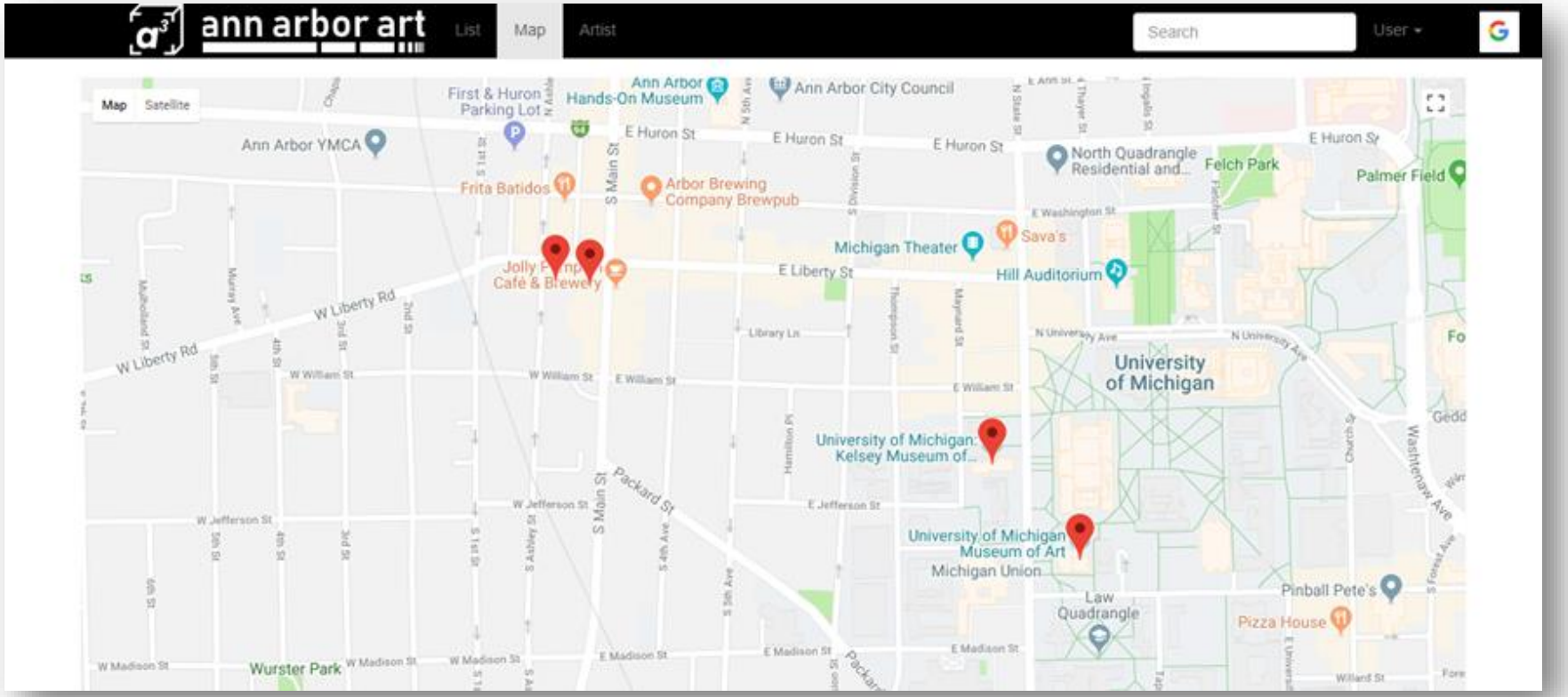


Website View of Ann Arbor Art Homepage – List View

The homepage for Ann Arbor Art was initially going to open up in the form of a map, much like Google Maps, but after creating a prototype of the application, we found the design much more appealing if we opened up with the nearby art view instead. Both user dropdown and sign in button are present in the screenshots above and on the following prototype sample images for reference but both will not be present at the same time during a user experience.

The filter on the left-hand side is present to sort certain types of artwork that a user may be interested in. Different types of artwork – e.g., painting, sculptures, will be added on at a later time if we find it necessary. Each artwork has a small thumbnail and a brief identification with the name of the piece, name of author, and the year created. Clicking anywhere on the grey box outlining each art piece will take us to that art's information page.

Ann Arbor Art Prototype Sample

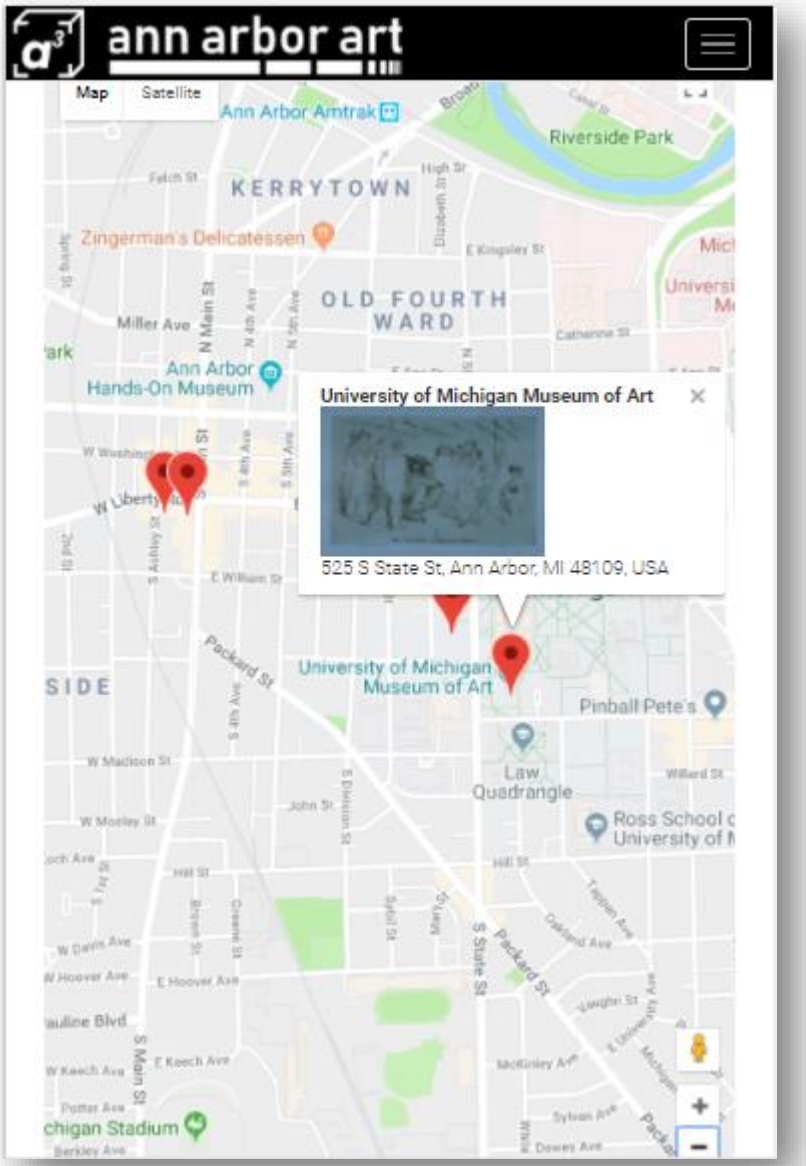


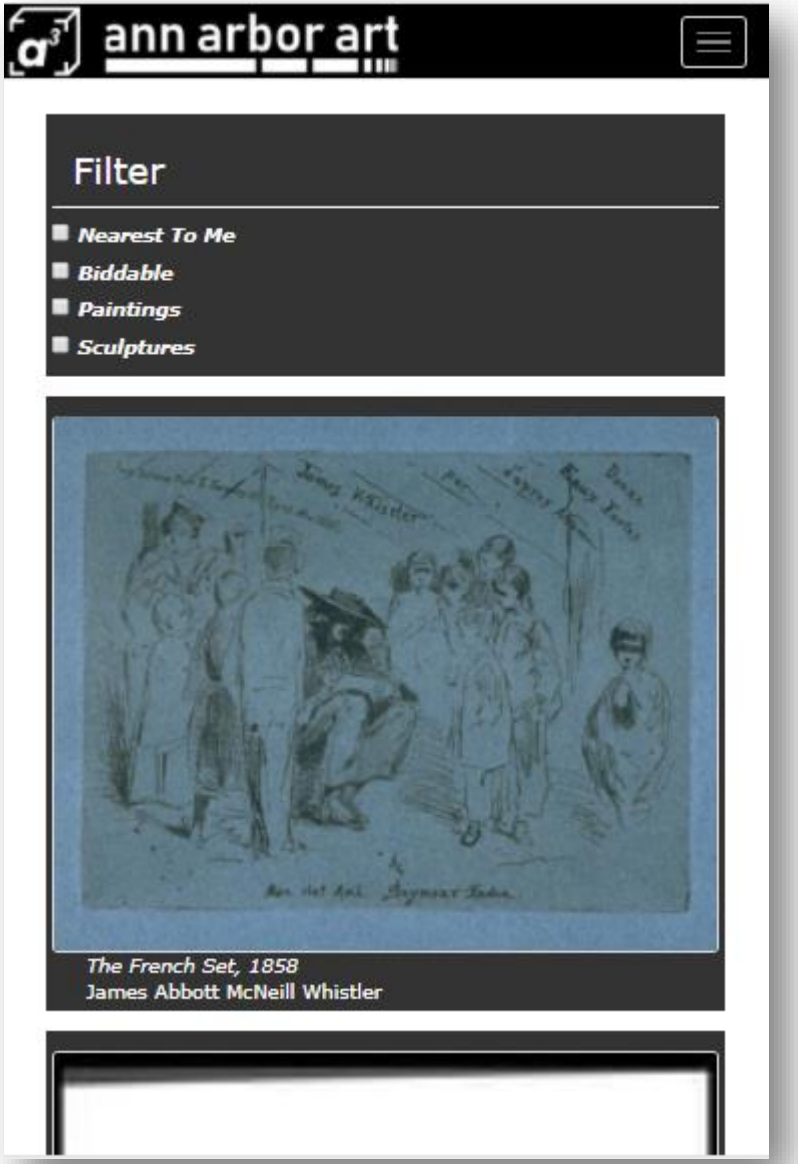
Website View of Ann Arbor Art – Map View

The map view of the application is taken from Google Maps but will pins from our database of nearby artwork. The purpose for the additional map view on top of the list is for users who want to explore Ann Arbor, but they don't have the bearings of street names and their current location from the art they want to view. The red pins on the map are clickable and the thumbnail and details will pop up in which the user can click on the thumbnail to navigate them to the art's informational page.

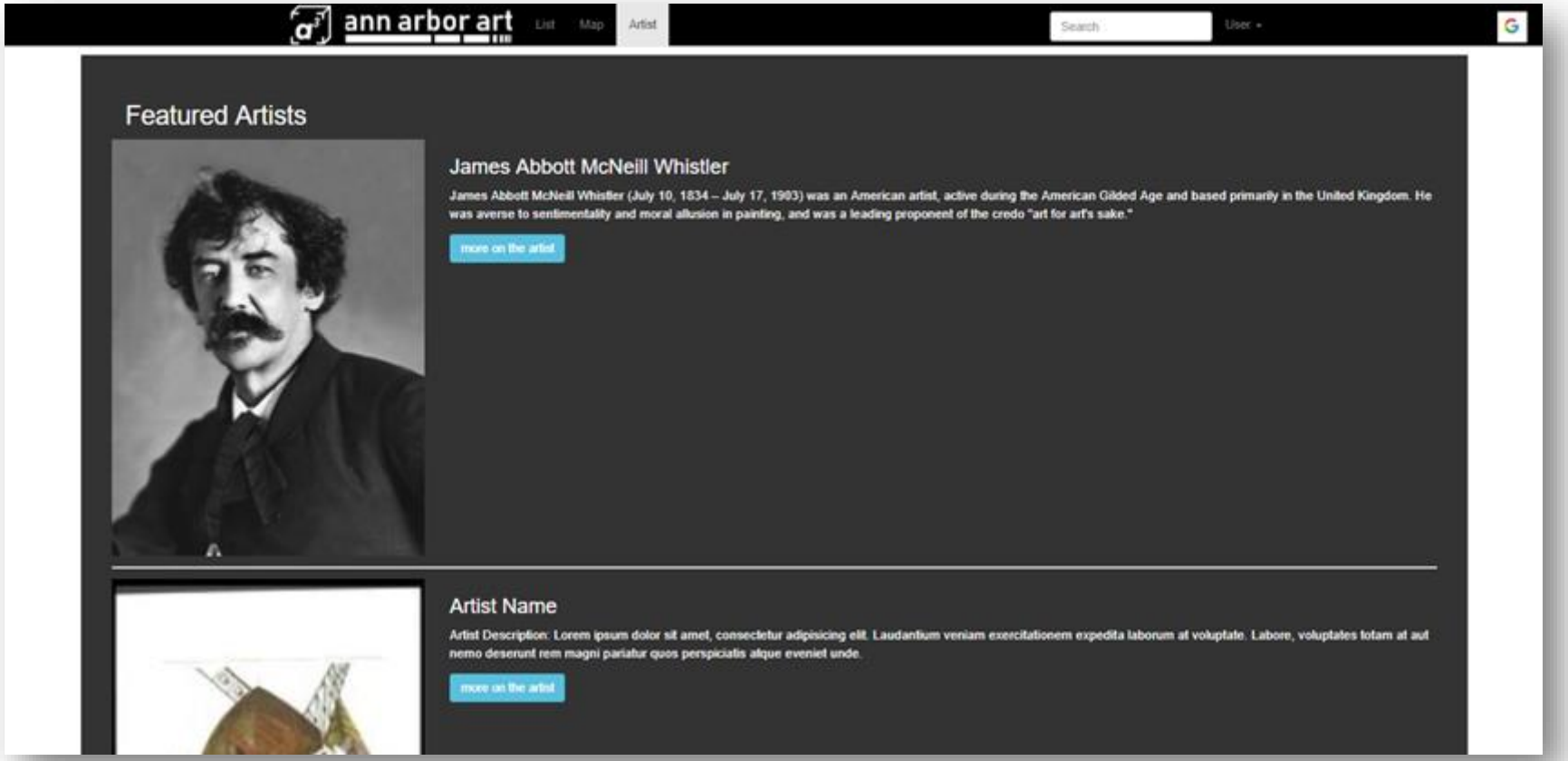
Ann Arbor Art Prototype Sample

Mobile View of Map and List View – Scalability





Ann Arbor Art Prototype Sample

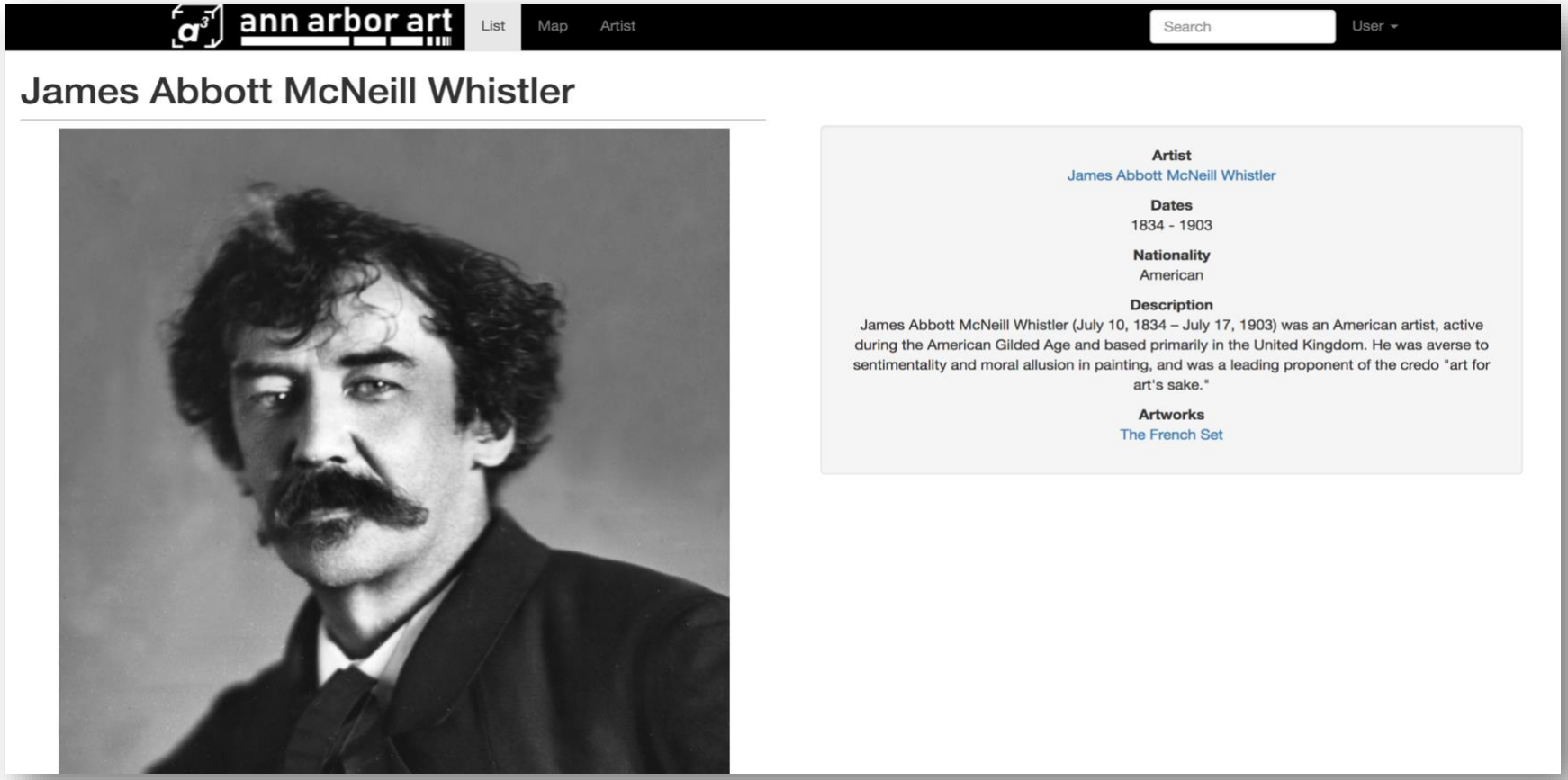


Website View of Ann Arbor Art – Artist List Page

For users who like to follow specific artists, the artist page shows either a picture of the artist or an art piece they have done on the right. For the main body, the header is the artist name followed by a birthday to date of death if necessary. Following those information, the description of a user. The blue button is there for users to click will lead them to the artist's informational page.

This artist page has two use cases. One is for users who like to find popular known artists on the application and two, for users who would like to explore new artists to follow.

Ann Arbor Art Prototype Sample

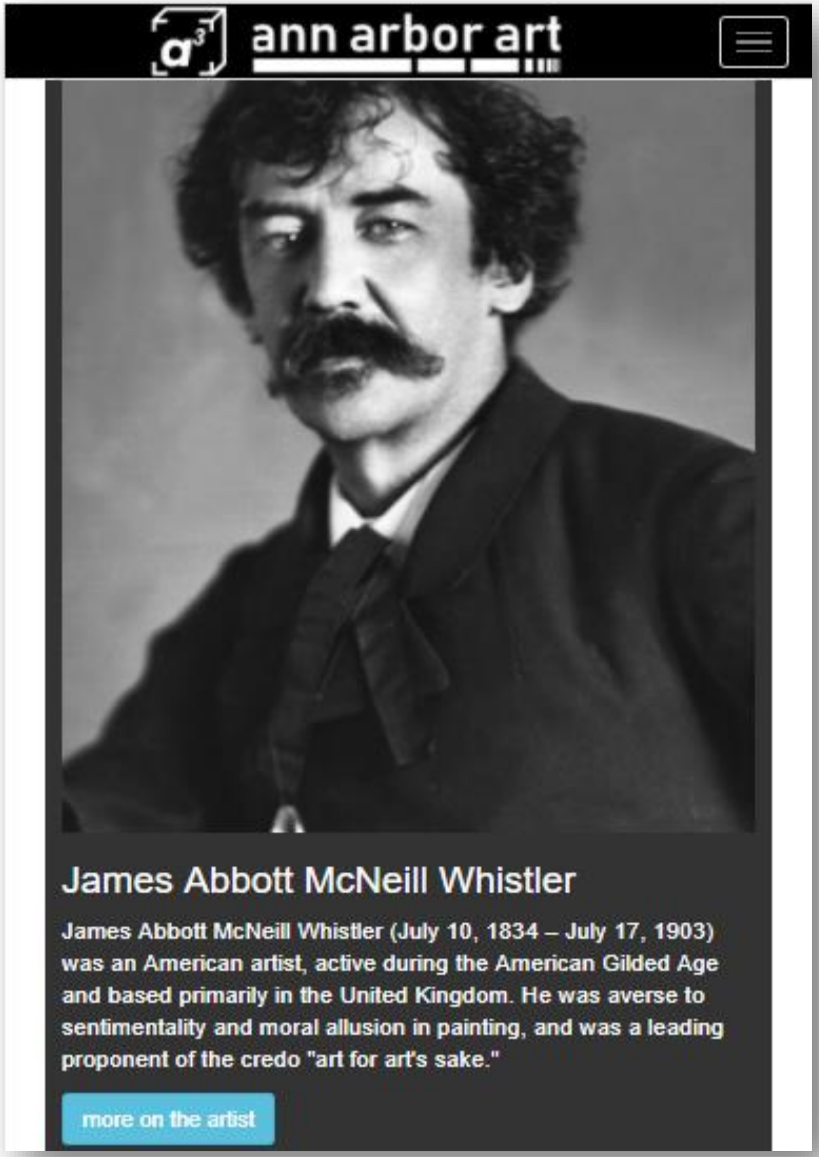


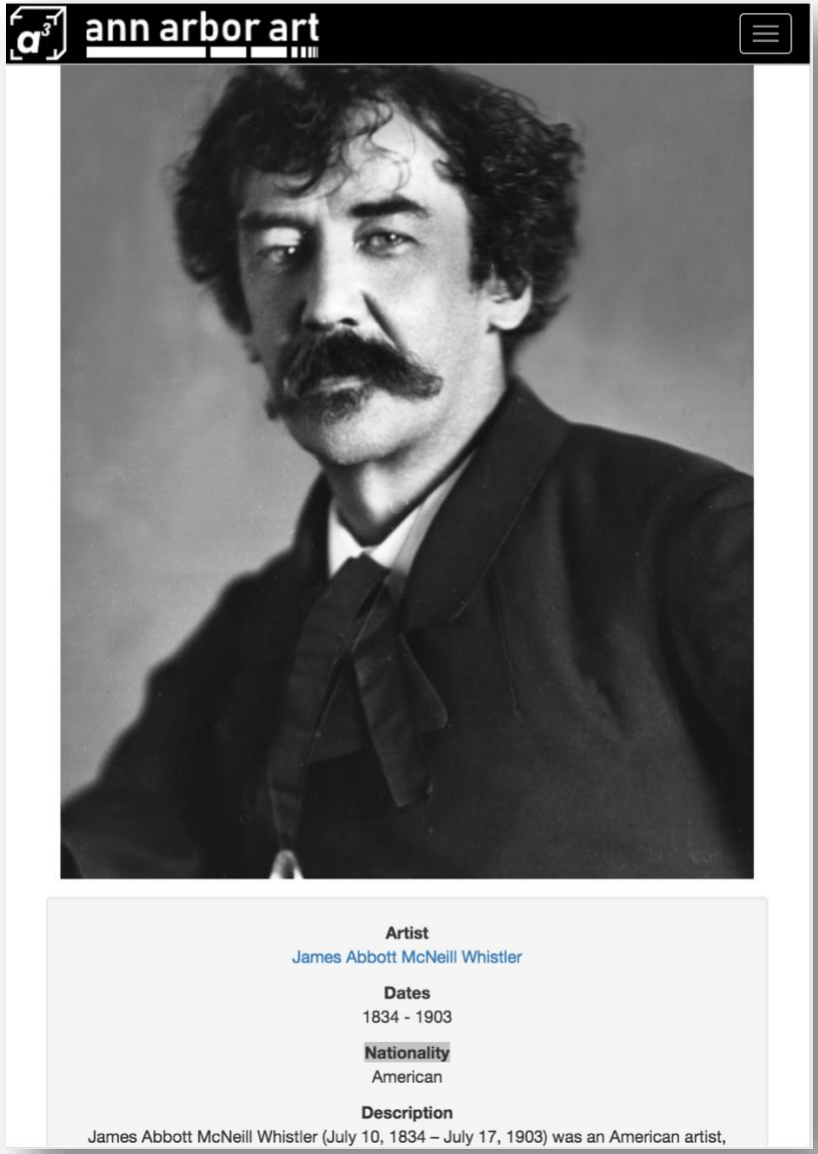
Website View of Ann Arbor Art – Artist's Information Page

This page gives the details of a particular artists with a full description and minor details. Any new detail category can be added at a later time if we find anything worth adding on the artist. Under Artworks, they contain all art pieces an artist has done which will link to the corresponding art informational page. In the future, we want to replace the art piece name with a thumbnail photo instead for users who remember art by sight and not by title.

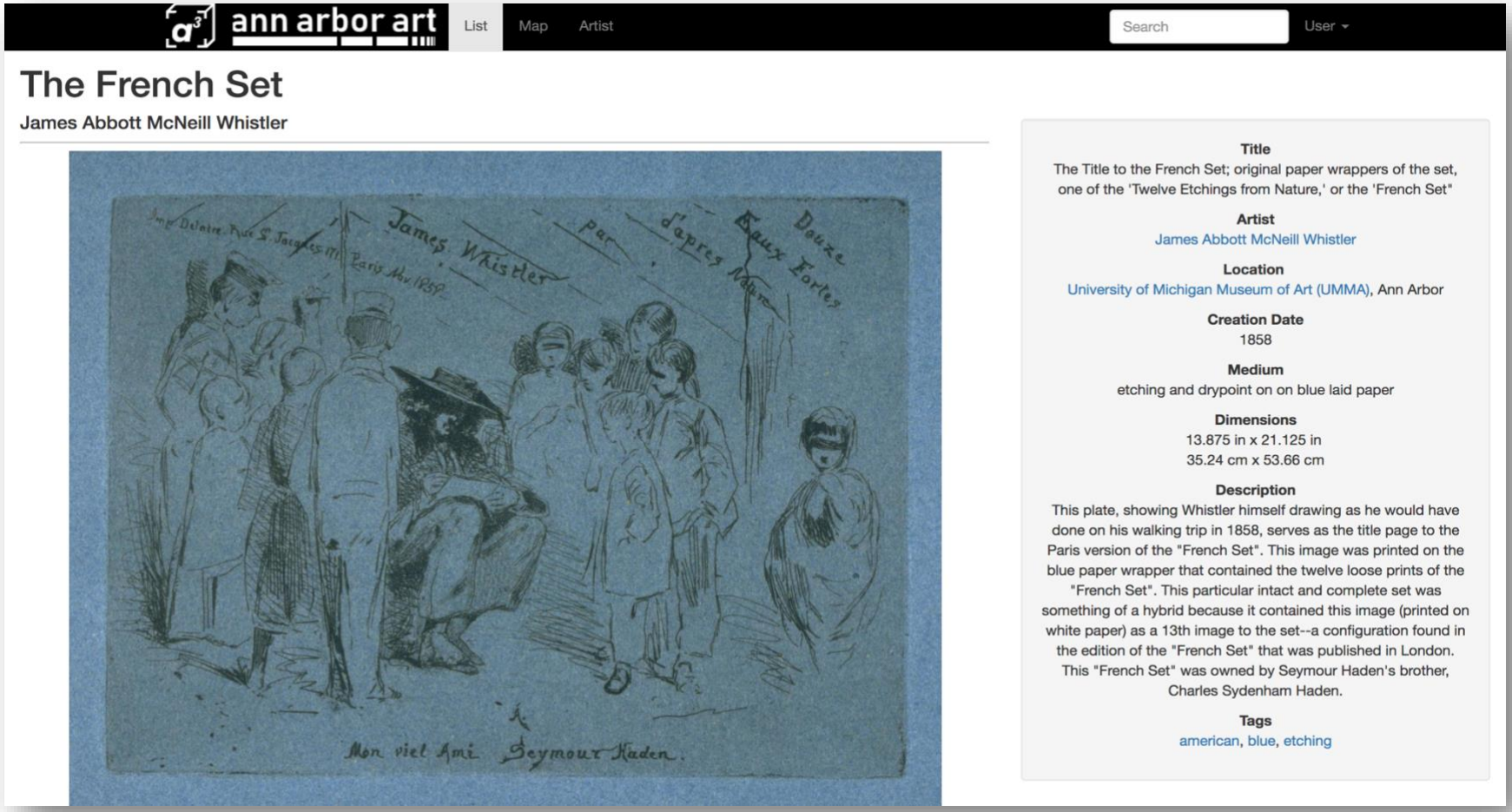
Ann Arbor Art Prototype Sample

Mobile View of Artist List and Artist's Information Page – Scalability





Ann Arbor Art Prototype Sample

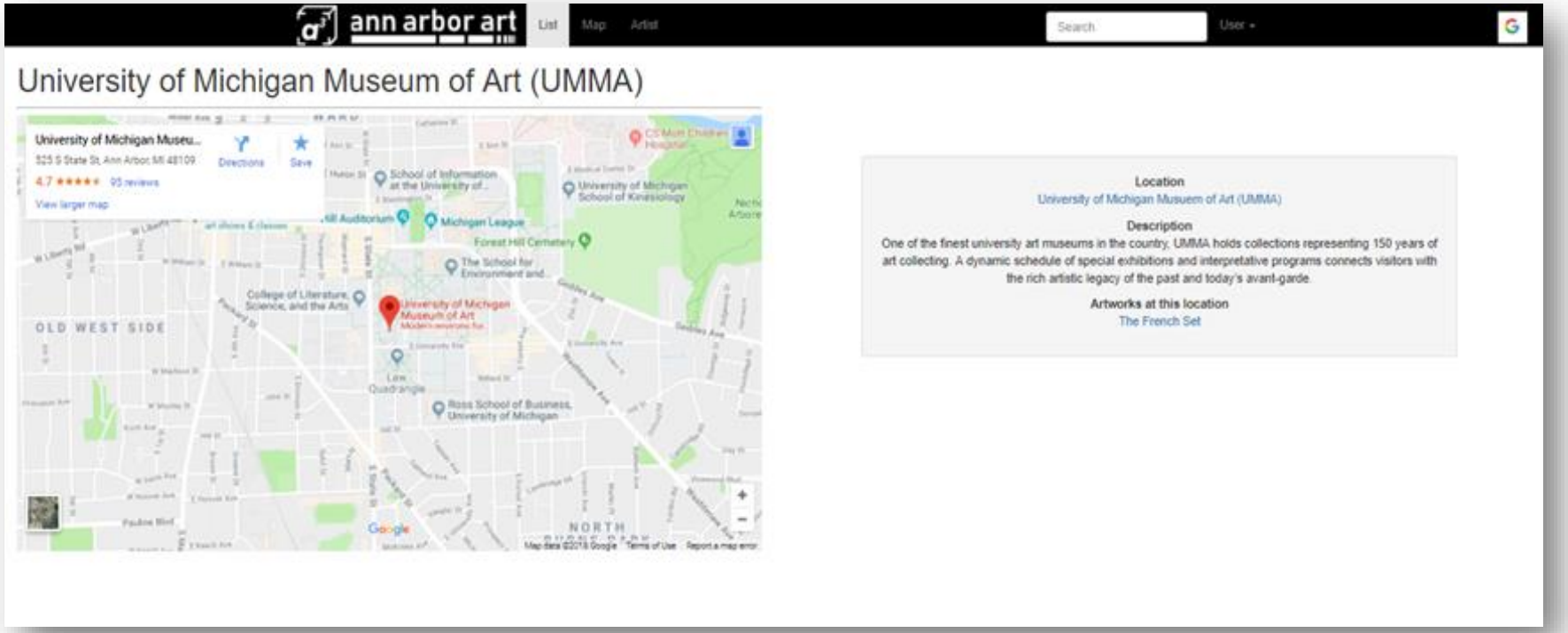


Website View of Ann Arbor Art – Art Info Page

This page is the bulk of our database in collecting art information. The main image of the art piece is default and currently only one image is shown of the art piece. In the future, we plan to make it, so users can scroll through different images of the art piece. On the right, different titles of the art piece are shown, including details like artist – which is linked to the artist's informational page.

If an art piece is biddable or on sale, the current bid price and the option to bid will show up on this page as well which if a user wants to bid, will lead to a secure transaction page to place a bid.

Ann Arbor Art Prototype Sample



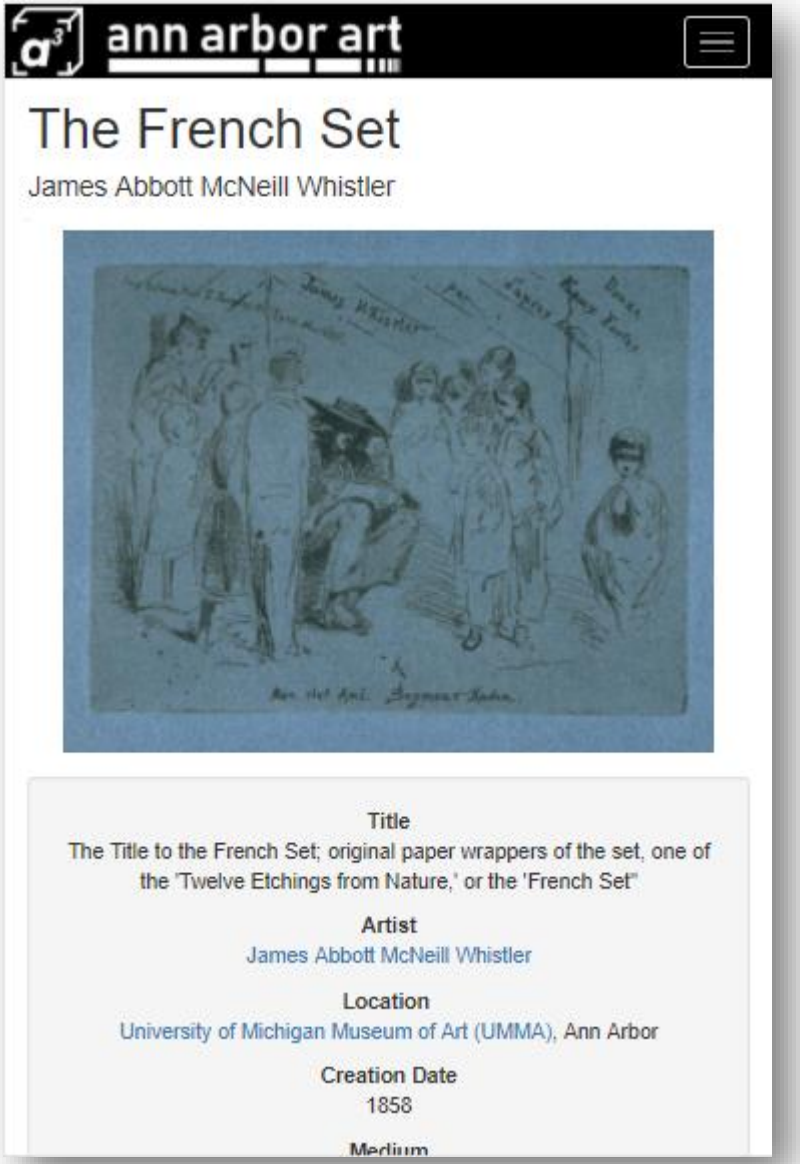
Website View of Ann Arbor Art – Location's Information Page

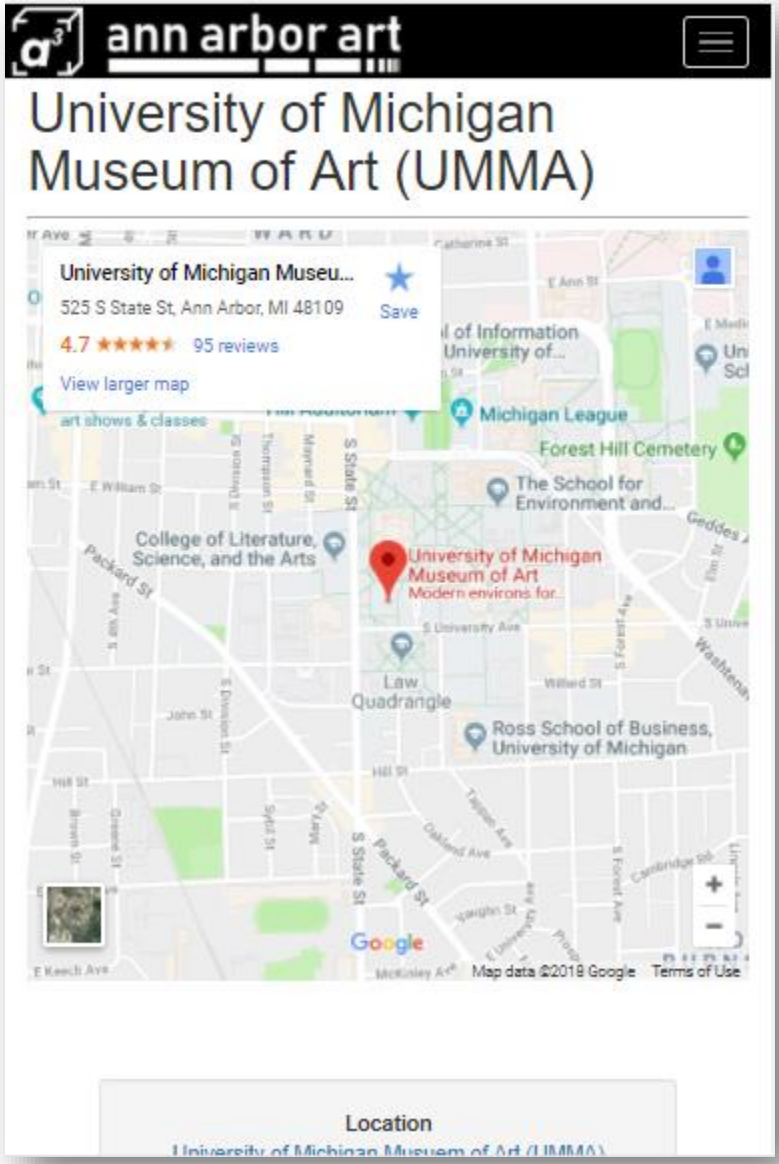
The purpose of this page is to showcase Ann Arbor's art galleries, museums, and even coffee shops that display local artist's art work to promote users to go to these locations to enjoy service provided at these locations and/or look at art pieces they may be interested in. Another use is for Ann Arbor visitors and art lovers to explore the city without knowing too much about Ann Arbor.

The page has a smaller version of the map view with the map centered at the location's pin. From there, using Google Maps, a user can find directions to the location. Our information box displays the name of the location and a detailed description of the history of the location and what it's known for. In addition, these locations may hold many art pieces so for user's convenience, a list of artworks is shown with a link to the art's information page. Just like the artist's information page, we plan to make the artwork names into thumbnails.

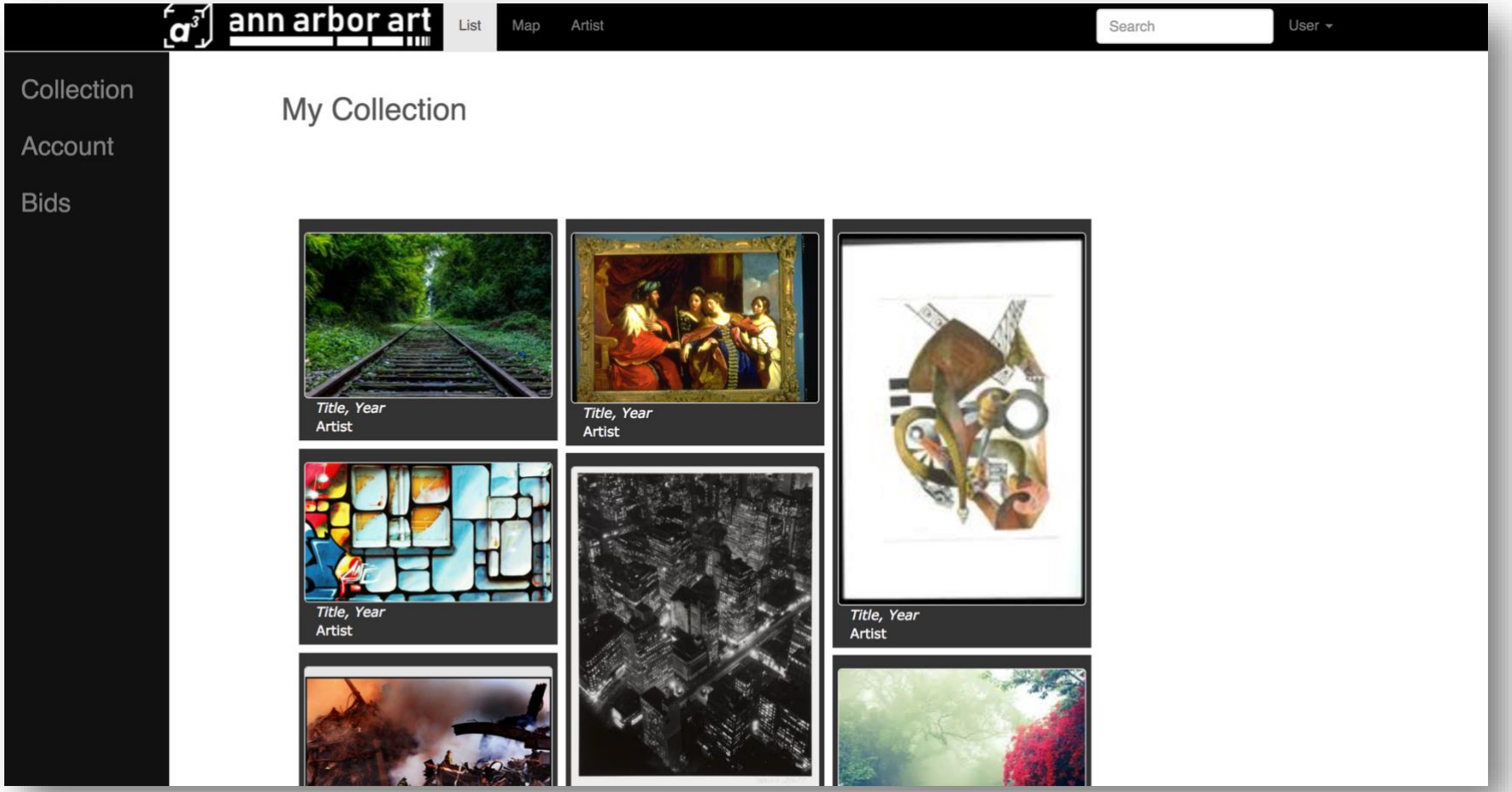
Ann Arbor Art Prototype Sample

Mobile View of Art Information and Location Information Page – Scalability



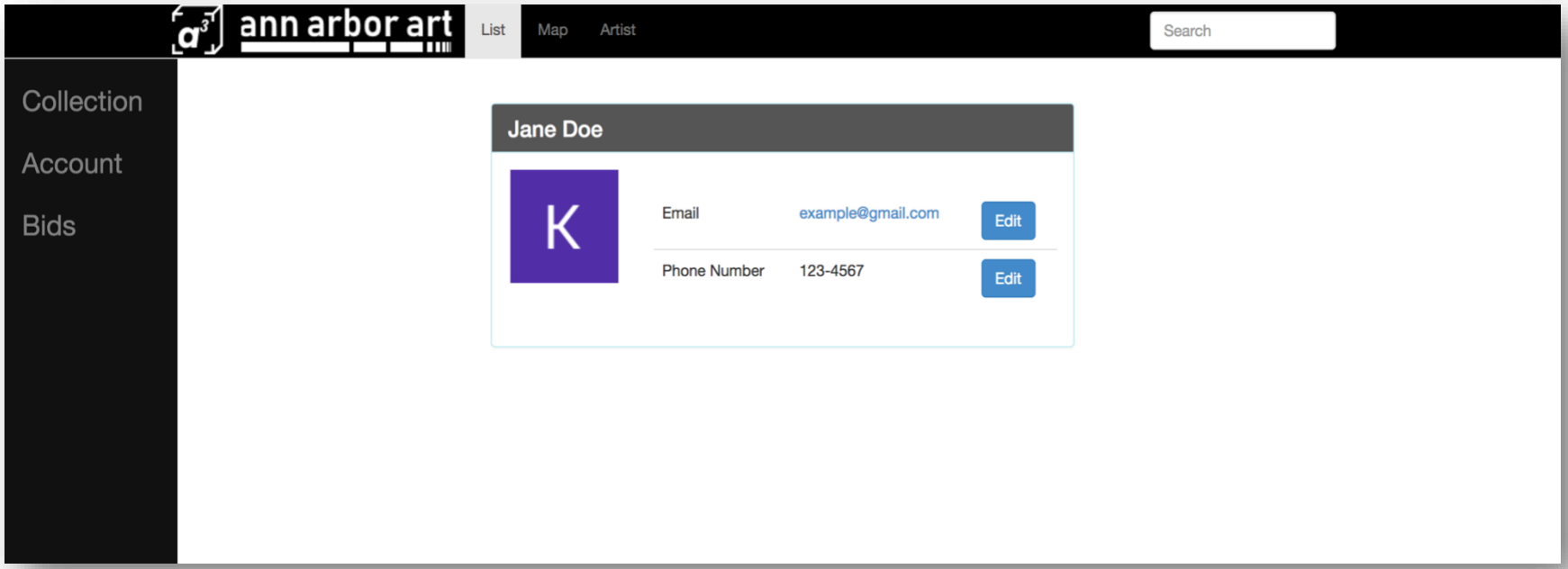


Ann Arbor Art Prototype Sample



Website View of Ann Arbor Art – User's Art Collection Page

Upon clicking the user's profile dropdown option, a left sidebar will appear and lead the user to their art collection page which is displaying all current favorites from the user. The images will lead to the corresponding art's informational page. The side bar on the left also has other pages available to a user logged in such as their account details and their past bids which will include all bid information regardless if they won or have been out bid on an art piece.

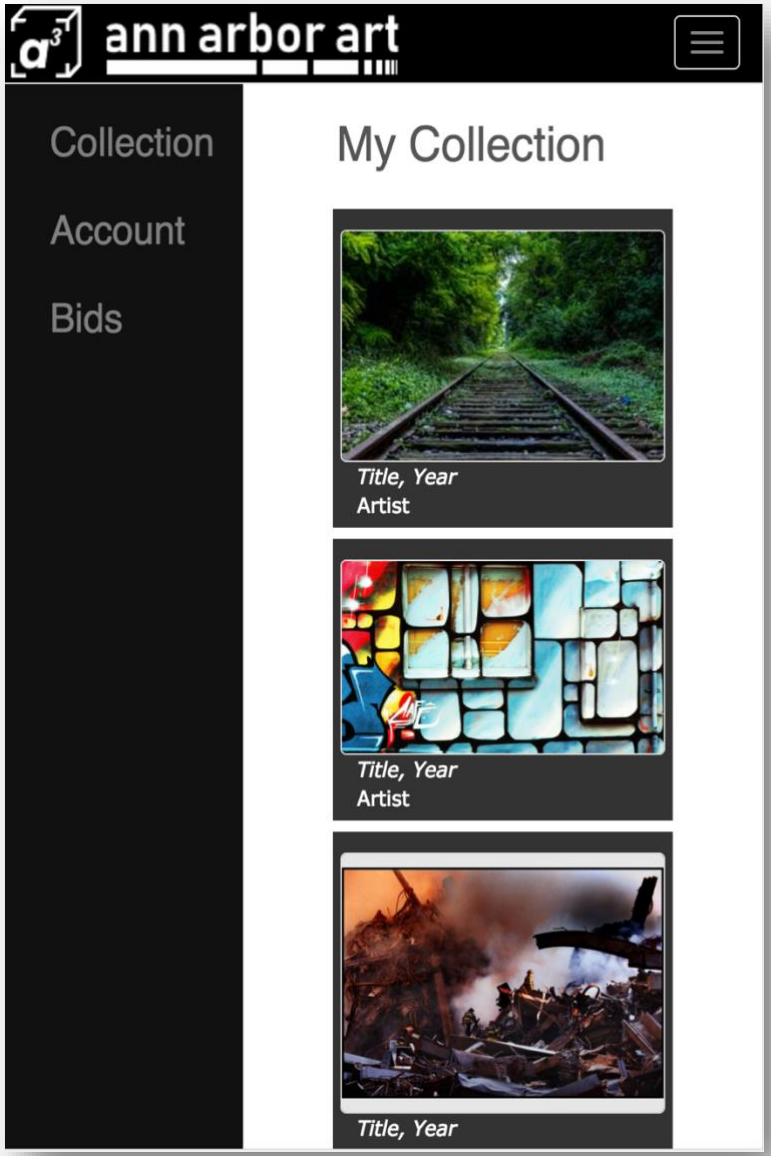


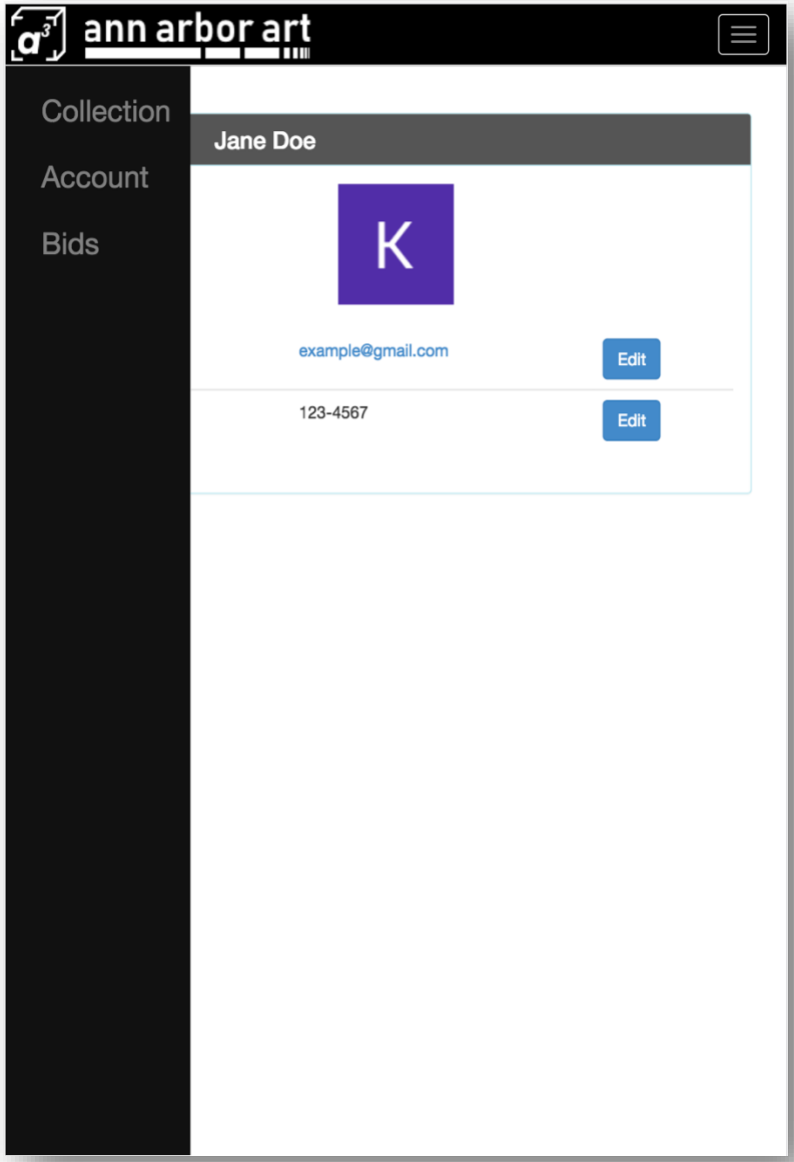
Website View of Ann Arbor Art – User Profile Page

This page is accessible through the navigation dropdown menu of User and displays the user's current details of the user in the Account tab on the left. User information like name, profile picture, and email are taken from the user's Google Account. Phone number is optional most of the time and will be requested only when a user wins a bid to ensure proper communication for the transaction and movement of transferring art pieces. The user page is only accessible for the user given that the person logged in is a normal user and not an admin. There are also options to edit user details like email and phone number.

Ann Arbor Art Prototype Sample

Mobile View of User's Art Collection and User Profile Page – Scalability





Ann Arbor Art (A-Cubed or A^3) App

Project Planning Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Briefing

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app. Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

A^3 provides the strategic benefit of offering a single easy-to-use platform for exploring and purchasing local artwork with tools for curators to track and manage artwork that is for sale. This product is different from any platforms out there in that it enables users to explore both a city (A^2) and its art, while also letting them support the artists through an auction system, all of which can be accomplished with just a few clicks (or taps).

In order to evaluate A^3's success, we will measure the amount of people using the app (and liking it), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale). In order to access this data, we will collect usage data, consult users and run tests. Security and ease of use will also represent a key measure of success for our project.

Background Information

To develop our project, we will take advantage of our existing knowledge of Web development, UI and UX design, database management, and will incorporate techniques and knowledge from other areas like Mobile development, auction systems, payment systems, among others. We have identified similar solutions to the different components of our platform in platforms like Google Maps, Trip Advisor, Yelp, eBay, Etsy, Google Arts & Culture, etc. We will leverage solutions like the Google Maps API, Barcode scanning libraries (for QR codes), and solutions for handling credit card preauthorization.

Some of the biggest challenges for our project will be related adding the payment system and ensuring security for transactions made through the app. For this reason, A^3 will require advanced knowledge in handling online transactions and auction systems. Thankfully, we have available the expertise of Stephen Lange Ranzini (project sponsor, President & CEO of University Bank), and his team at the bank in order to guarantee a secure and fully functional art commerce system. Some of the experts that we might consult are representatives of the following financial services: Visa, MasterCard, Galileo Processing, Maestro and Cirrus.

In addition, another challenge will come from making the app work for all different types of mobile devices. We expect that the main technical hurdle for our team will be IOS and Android development, developing a BaaS system and integrating the mobile front ends with that backend, and getting access to and integrating a payment tool.

Team Members, Skills, and Organization

Jack Callahan - Computer Science. Key strengths include ability to quickly learn new technologies and experience collaborating with small teams in a similar environment. Also has exposure to most of the web and backend technologies that will be used in this project.

Kalyn Dai - Computer Science. Able to pick up concepts, new technology and programming language. I work well in a team environment, best with paired programming. General experiences with web frontend, backend and security. In addition, I have experience with designing infrastructure for applications since summer 2017.

Laura Huang - Computer Science. General experience with frontend and backend (though I prefer backend). Previous projects involved Python scripting, a lot of OO programming, and using various APIs. Strengths include learning new languages through context and working in a team environment.

Diego Rojas Salvador - Computer Science. I work well in team environments and have the skill of quickly learning new technologies. I have worked on the various layers of the web development stack, but I am specialized in back-end development and database management. I have experience working as a project manager (May - December 2017).

Laura Vicinanza – Computer Science. Works well in a team with communicating and splitting up work. Always up for learning new coding techniques, languages, and styles. Can do both web front end and back end, but passion lies in front end.

For our project, we have chosen to work in a horizontal team structure. During the design and back-end development phases we will be working as a single team, and when we reach the front-end development phase we will divide the different technologies among our team members.

The following are skills that we anticipate will be essential for the development of A^3, and that none of our team members has: mobile development technologies (languages, frameworks, techniques), payment technologies, and bidding and auction systems. During the early stages of the design phase, we will start a self-education process to fulfill the technical requirements of our project.

Our group will share responsibilities for creating the backend together, and we plan to split off into two (or three) smaller groups to work on the iOS and Android (and Web) front-ends.

Project Management Strategy

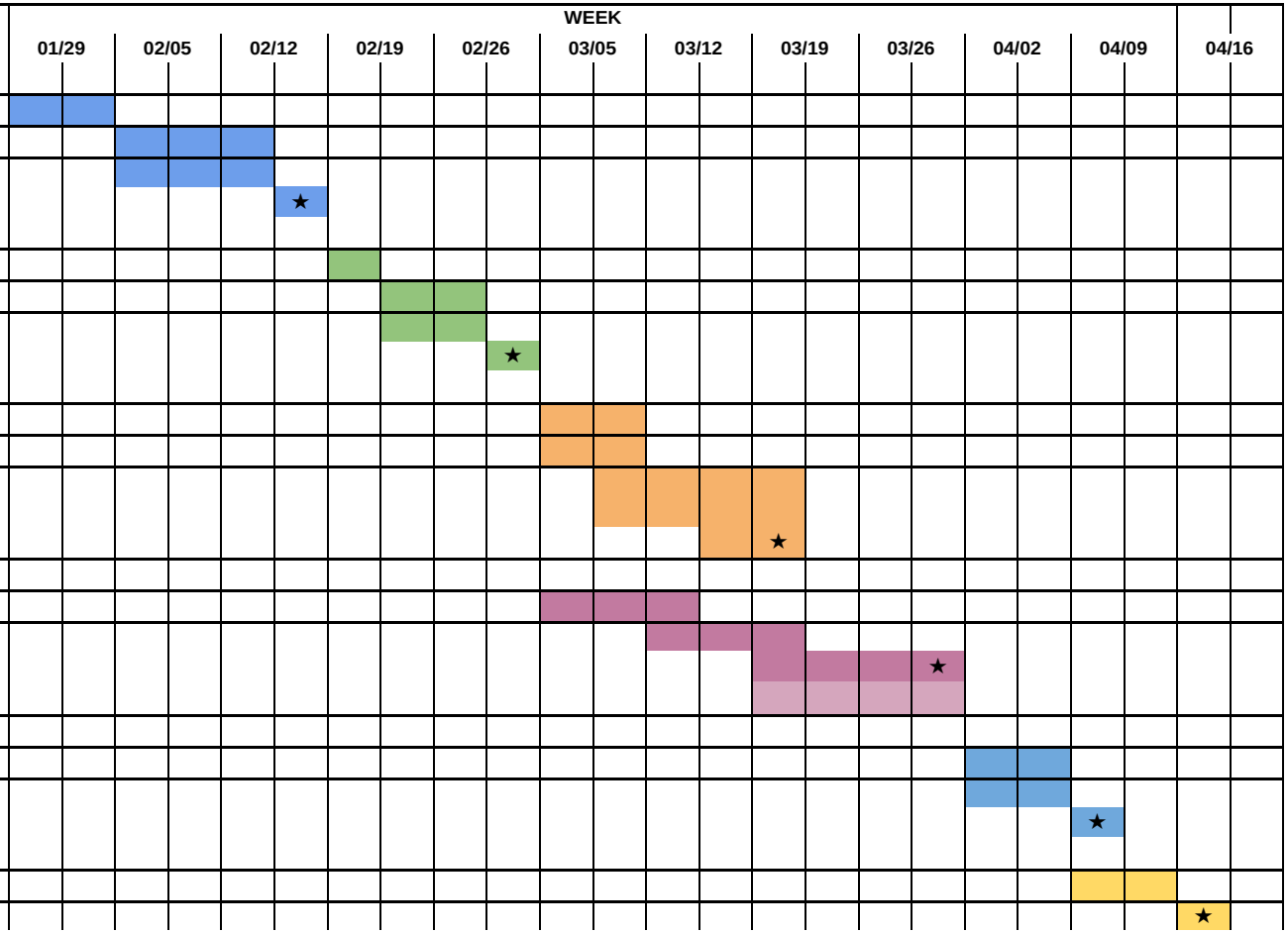
In order to help manage our project to an on-time, successful conclusion, we decided to incorporate the following tools/techniques: GitHub, Trello, Slack, Google Drive, virtual environments. GitHub will be used to make sure our code is up to date and consistent across all developers; Trello will be used to keep track of tasks (with priorities) and bugs, allowing all of these to be assigned to different people with the corresponding due dates; Slack will be used for internal communications; Google Drive will be used as our central storage space for other types of documents; and virtual environments will be used to guarantee that our work is consistent across platforms. For the most part, our team has experience using these tools. The levels of experience vary for each tool but learning to use these tools will not be an additional task.

We will be holding bi-weekly meetings with our client, and we plan to present our progress and adjust our expected timing/scope of the Milestones during these meetings.

Diego will assume the role of Project Manager. During the Summer of 2017, he worked as Project Manager of a team of 5 interns that worked on two different projects. Through that experience he developed skills related to agile development, scrum, and project management tools and workflows. If Diego becomes extremely busy, he will assign certain management tasks to other members.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
18	Mobile - Android	14	03/19	04/01
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Literature and Technology Review

Mapping Tools:

One of the key components of this project is the use of mapping tools to display local artwork relative to the user's current position. To avoid reinventing existing technology, our group plans to leverage an existing API for this functionality. After examining several technologies, the three that stand out the most are Google Maps, OpenLayers, and Foursquare.

The most popular technology for embedding maps into apps is currently Google Maps. Created nearly 13 years ago, Google Maps offers a variety of different APIs, several of which could potentially be of use for A^3. This includes the Directions API, which calculates distance between locations for various modes of travel as well as provides specific directions for the fastest route between locations, while considering current traffic. This could be useful in recommending nearby artwork to users, as well as helping them navigate to any artwork they discover through the app. Google Maps also offers the Places API, which allows users to search for a location and receive details about it. This API could be used to provide details for the locations that display artwork for A^3, as well as the artwork that is displayed. Finally, Google offers a maps API for Android, which provides tools specific to Android development, which would make it easier to integrate maps into the Android portion of the app.

There are several factors to examine when considering Google Maps. Although the Google Maps has a special API for ease of integration into Android and web apps, the same cannot be said for IOS apps. Since A^3 will likely need all three, this is a principal factor. However, Google Maps does provide an SDK for IOS apps, as well as sample code for use in both Swift and Objective C (the two foremost languages for IOS app development). Another thing to consider is the user experience. Since Google Maps is such a well-established technology, most users will likely be familiar with how it works already, which will make it easier for them to use the App. The Maps APIs are also both well-documented and well-maintained, as they are updated regularly and provide organized documentation and code samples that will be useful when developing the apps. The major downside to using Google Maps for this project is that it has limited free usage. Only the first 25,000 requests per day are free and after that they are $.50 per 1000 requests. While 25,000 seems like a lot of requests and the pricing is not particularly expensive, it is something to consider since the app will likely be free to use, and long-term goals include expanding its usage to the entire nation.

Although no other Mapping tool is nearly as popular as Google Maps, another possible tool could be OpenLayers. This high-performance JavaScript library has a modest following, primarily because it is an open source technology, so it is completely free to use. OpenLayers also features comprehensive documentation with several resources built to help developers, such as basic and advanced tutorials and code fragments that are easy to include in an already working app. Even though it was originally built only for websites, the framework has since expanded so that it supports mobile usage. OpenLayers also includes frameworks for parsing data from several other mapping libraries and APIs, which makes it easier to use when transitioning from a different tool.

When considering OpenLayers, especially versus Google Maps, the most important thing to consider is that it is open source. As mentioned previously, it may become expensive to use the Google Maps API depending on how popular the app gets, especially if it is expanded to major cities around the country. There are two major downsides to OpenLayers. The first is that it is not built for use in the current mobile development languages. Even though it is still possible to use OpenLayers in mobile development, it is more difficult to integrate than Google Maps is. The maps are also slightly less detailed than Google Maps, which include nearly every location in Ann Arbor (although this is not necessarily a concern, since A^3 will likely be adding

the locations where art is displayed to the map directly). Even though OpenLayers is relatively easy to use, most users will likely notice a few differences between it and Google Maps, which could be a downside from a user-experience perspective.

A third technology that could be useful is the Foursquare API. Foursquare is an app that allows users to explore their local area for food, shopping, and tourist attractions. Although it provides similar functionality to other mapping APIs, the major distinction between this API and the previous ones is its connection to the Foursquare database. This means that many of the art galleries and shops A^3 will display art in will already be available in the database and will already have descriptions that A^3 could leverage. Like the previous APIs, Foursquare is also well-documented, which would make it easier to use from a development standpoint. Although the technology is available for free to Non-Commercial Applications, there is a limit to the number of free calls per day. These are capped at 100,000, with no more than 5,000 of these allowed in one hour.

As mentioned previously, the major upside to using Foursquare would be the ability to use its large database of places, which would likely include most, if not all the places where art will be displayed for A^3. However, A^3 would likely need to purchase an Enterprise License to use the technology, since it is a Commercial Application. The other major downside to this technology is that its future is not guaranteed. Although it is currently being maintained and has a small community following, Foursquare's future is not as secure compared to either of the other two technologies. If the company were to go out of business, A^3 would likely need to replace its mapping tool with a different technology.

Although there are many mapping technologies, the ones discussed above have the most to offer for A^3. Other technologies include Bing Maps and Open Street Maps, which were not discussed in this analysis due to significant overlap with the previously explored APIs. Moving forward, A^3 should likely use either Google Maps or OpenLayers. Both technologies are efficient and easy-to-use, while providing the functionality that the app requires. Depending on the expected usage of the app, A^3 will need to weigh the value of having an open source solution versus a solution that is easier to develop and has a slightly better user experience.

Online Art Industry:

In contrast to the traditional method of paddle bidding, where the highest bidder wins the item if no one else wishes to outbid them, online auctions are time-dependent, meaning the bidding stops when the time limit runs out.

When researching about the online art industry, there are a lot of key terms that we had to explore like reserve price, pre-sale estimate, etc. This jargon is important when dealing with our application when it comes to online bidding. Reserve price is the lowest price an artist or the auction is willing to sell it for. If the final bid is lower than the reserve price, then the art does not sell. In the case this happens, this is a negative when measuring performance for our app because either there are not enough users using our app to bid, or because of the application design or the art selection.

Pre-sale estimate is the range that the auction house believes a piece will sell for. As developers, we don't have to worry about calculating estimate prices, however, curators select their estimate price based on how well-known artists are or in our case, how successful past sales of comparable art have been. Having a page of users who are likely bidders (based on past activity), and the users' transactions would help curators estimate a good pre-sale estimate price (Art Business). For most online auctions, the reserve price is hidden from bidders, so our application would most likely hide that from normal users but available for curator accounts.

General competing applications with A^3 include big apps like Artsy and eBay where they do more than just art auctions. Focusing on Artsy – they consolidate ongoing auctions that are showcased in a physical place. It is considered a business to seller application, which gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding. While this may be very convenient, our goal for the A^3 app is not to be convenient for users but to promote Ann Arbor artistic culture. In addition, the design of having certain auctions open at a certain time (for A^3 it would be every trimester) is a good design feature. Users could see how long a certain auction would open for and when they open. Users could also preview the art via photo only which could help them determine if they wanted to bid on it later. The bidding price and styles would depend on the certain auction house that the event was sponsored by.

Another competitor is the well-known eBay website. eBay has an online auction that is seller to seller – thus a business is not the one displaying the art. This means this is a purely online auction with no way to view a product in person. The most interesting feature of eBay is how they set up their bidding system. Users can set the maximum price they are willing to pay for an art piece and then eBay automatically puts in the lowest amount (consider that it is lower than their maximum price willing to pay) and if the bid gets overrun, eBay automatically increments the user's bid (again lower than the given maximum price willing to pay) to keep the user as the highest bid. This is done in the best interest of the user because they may end up paying less than they are willing to pay.

Solutions that Artsy incorporates inside of their applications that would be beneficial to consider for A^3 include minimum bids, bid increments and giving a preview of auctions that have not been opened yet. According to Charity Auctioneer, the best rule of thumb is to start the auction bid at 40% of the estimated worth and increment by 10% after hitting each benchmark price. A^3 should incorporate different accounts for curators, juries, artists, and buyers – aside from an admin account. Certain features will be applied to different account types and the features will be targeting making the user's role easier.

For example, the curators and artists will have some sort of feature that will be able to calculate estimate prices and bid increments for them to ensure for accuracy since for online bids, accidental bidding occurs with typographical mistakes. In addition, adding eBay's unique bidding process of acting in the user's best interest is a good addition to the application/website to A^3. This will help first time bidders feel more at ease, however A^3 should have an option to do this kind of automatic incremental bidding that the user can check.

In addition, See Saw is a gallery guide similar to A^3. It uses the IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows. See Saw earns its revenue by having galleries/artists paying to be featured on the platform and place better in the search results.

Payment/transactions
Options for integration:
Galileo **https://www.galileoprocessing.com/**
Offers platform/API for payment processing (debit and credit), more flexible/customizable:
https://sandbox.gpsrv.com/auth/login

Galileo allows you to test in their sandbox, which simulates a live operating environment and includes tools for authenticating users
This will be a useful interface that will allow us to organize and accept payments on our end in a way that best suits the flow of our payment/bidding process, without having to worry about the actual transactions
API includes many options, such as:

- Create accounts
- Assess fees
- Debit and credit account balances
- Modify account and card statuses
- Add payment devices
- Get transaction histories
- Modify customer details
- **Create ACH (see below)**, bill payment and other transactions

PayPal
https://developer.paypal.com/docs/classic/paypal-payments-standard/integration-guide/pps_integration/
Another option is to integrate a PayPal button into our HTML, which can securely accept credit card, debit card, and PayPal payments from any mobile device, tablet, or PC

ACH (Prenotes)
https://fin.plaid.com/articles/what-is-ach
https://fin.plaid.com/articles/the-basics-of-achbl
ACH payments are electronic payments that are created when the customer gives an originating institution, corporation, or other customer (originator) authorization to debit directly from the customer's checking or saving account for the purpose of bill payment. In other words, ACH payments are typically cheaper to process and easier for consumers to deal with than credit card transactions (thought a bit slower). In order to use prenotes, we would need to partner with a bank that offers ACH transactions because only banks can initiate them. University Bank could provide this functionality.

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Ann Arbor Art (A-Cubed or A^3) App

User Requirements Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Content & User/Stakeholder Info

Brief introduction of the project & high-level benefits

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app.

This project was conceived due to the lack of opportunities and incentives for artists in A^2. A committee, led by Stephen Lange Ranzini, was formed in late 2017 to come up with possible solutions to vitalize the local art community. This platform is meant to be the channel through which key stakeholders discover local artists and inject money into the art community of A^2.

Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

What high level benefits will this project bring to your users?

We provide users with an easier way to discover and purchase art in Ann Arbor. The interactive map will make it easier for users to find nearby art, and the ability to participate in the auction of art pieces provides a way to buy and sell art. A major goal of this app is to foster a local art community that exposes more people to art and gives local artists and businesses an art centric platform to interact with the public.

Who are the users and stakeholders that are being considered?

Our target users that we are considering can be split into three different categories: local artists, art collectors, and casual users who would like to discover the city or be more immersed in the local Ann Arbor art scene. The customers would be anyone who would like to discover art, or to purchase artwork (through our bidding system).

The primary stakeholders are Stephen Lange Ranzini, Northern Michigan Foundation and the Ann Arbor Art Commission, and the local art community in general, who are interested in the creation of this app.

Our main competitors/some similar apps are Artsy, See Saw, and Google Arts & Culture.

Expected Deliverables & Scope

Initial, or most important, deliverable

The initial deliverables are a backend framework for a curator to interact with to manage artwork, and a web-based app that provides all of the functionality described above.

Stretch goals

Potential stretch goals are reusing the backend framework to expand the app to iOS and Android.

In Scope, Out of Scope, and Secondary Scope

A single backend framework and front-end web app are in scope. In addition, our scope includes the front-end for iOS. Of secondary importance are expanding the front-end to include Android. Inside of our backend, our scope includes the ability for bidding transactions and mapping art in Ann Arbor. While expanding the project to different cities is something that will be considered when designing the app (it should be modularized so that only the data needs to change if the city changes), actually implementing it for other cities is out of the scope of this project. Some non-essential features such as OCR technology and tracking (for art security reasons) are considered out of scope of this project as well.

Relevant background context to deliverable

We plan to employ the listed technologies:

For Backend: MySQL Database and Python
For Frontend: Objective-C / SWIFT / React JS
Mobile Payment Technology for VISA, MasterCard, and alike. Maybe add PayPal.

Competitive Products or Similar Solutions

Google Art & Culture: Google App, it is an application that consolidates all art and cultural pieces in the world into one application. In addition to consolidating art, there are articles on art history corresponding with the highlighted/featured artwork that gets updated regularly. The app allows users to find where galleries and museums are located, though there doesn't seem to be any buying or bidding of art on the app itself.

Directly from 'Project Planning Document' -

Artsy: "they consolidate ongoing auctions that are showcased in a physical place and is considered a business to seller application. They are an application that gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding."

See Saw: "See Saw is an IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows."

Content Experts we plan to engage with throughout the project

We will be talking with experts in mobile payment in order to integrate the transactions for bidding into the application. As for uploading art, that process will involve engaging with art curators and directors with knowledge in the curation process.

High-level, Prioritized User Requirements Table with Target Values

Use cases

Buyer: someone looking to purchase local art using the app
Explorer: someone looking to find art near them and explore the city
Finder: someone who encounters a piece of local art and wants to learn more about it, and possibly purchase it.

User Requirement	Priority	Specification	Measurement Methodology
Art Map (explorer, buyer)	1	Display locations with available artwork in proximity to user	Accurately matched locations
Art Generalization Search (explorer, buyer, finder)	1	Searches all artwork in the database for keywords in the title and description.	Accurately displays all artwork that pertain common strings of the search.
Credit/Debit Card Transaction (buyer)	1	Makes a successful transaction to block money from user's card when they want to bid on art. The blocked money should be transferred upon user's winning the auction.	Checking to see if money is actually blocked and transferred from an account. The process should be secure.
Adding Art Collection and Details (curator/admin)	2	Allows a special account (and only the special account) to add artwork and its details like artist, price and/or starting bid, location, etc.	Test with dummy art pieces and see if a normal account can view the new dummy art after details are made.
Art Recommendation Via Location	2	Gives more artwork closer to the user's location or to a selected artwork	Check if recommended selections that show up are indeed one of the closest to target. If a more suitable artwork is expected to be selected then it isn't working.
Information Retrieval about Artwork by ID	2	Allows artwork to be found by looking up the printed ID (alphanumeric or QR Code, if possible) found next to the piece.	Correctly pull up relevant information about the piece, i.e. artist bio, background, date, buying options
Art Recommendation Via Categories	3	Gives more artwork in correspondence with same type of artwork/styles.	Same as above with the addition of adding to see if selected work shares same category labels.
Art Filter for Search (finder, buyer)	3	Displays all artwork that has matching tag descriptions along with other search strings like genre, etc.	Accurately displays all artwork with corresponding tags.
Account Creation	4	User is able to make account to hold billing information, favorite artwork, etc.	Test with account dummy with fake credentials to see if account creation works correctly.
Favorites (buyer, finder)	5	Saves user's favorite artwork	Test with fake users and their corresponding favorites.

Project Management Strategy and Plan Update

Updated Team Organization

Our team's organization and project management strategy have no major changes since the Project Planning Document submission. Diego is still our Project Manager and we still plan to hold bi-weekly meetings with our client to present our progress and adjust our Gantt Chart with timing scopes of when things are expected to be completed.

Our team plans to work on things in groups. This means that we as a collective whole are responsible for all areas of the project.

Team Meetings

Our regular team meetings are 2-3 and 4-5 on Monday & Wednesday. Depending on where the team is currently on in our schedule, we will add more meetings accordingly.

Communication & Accountability

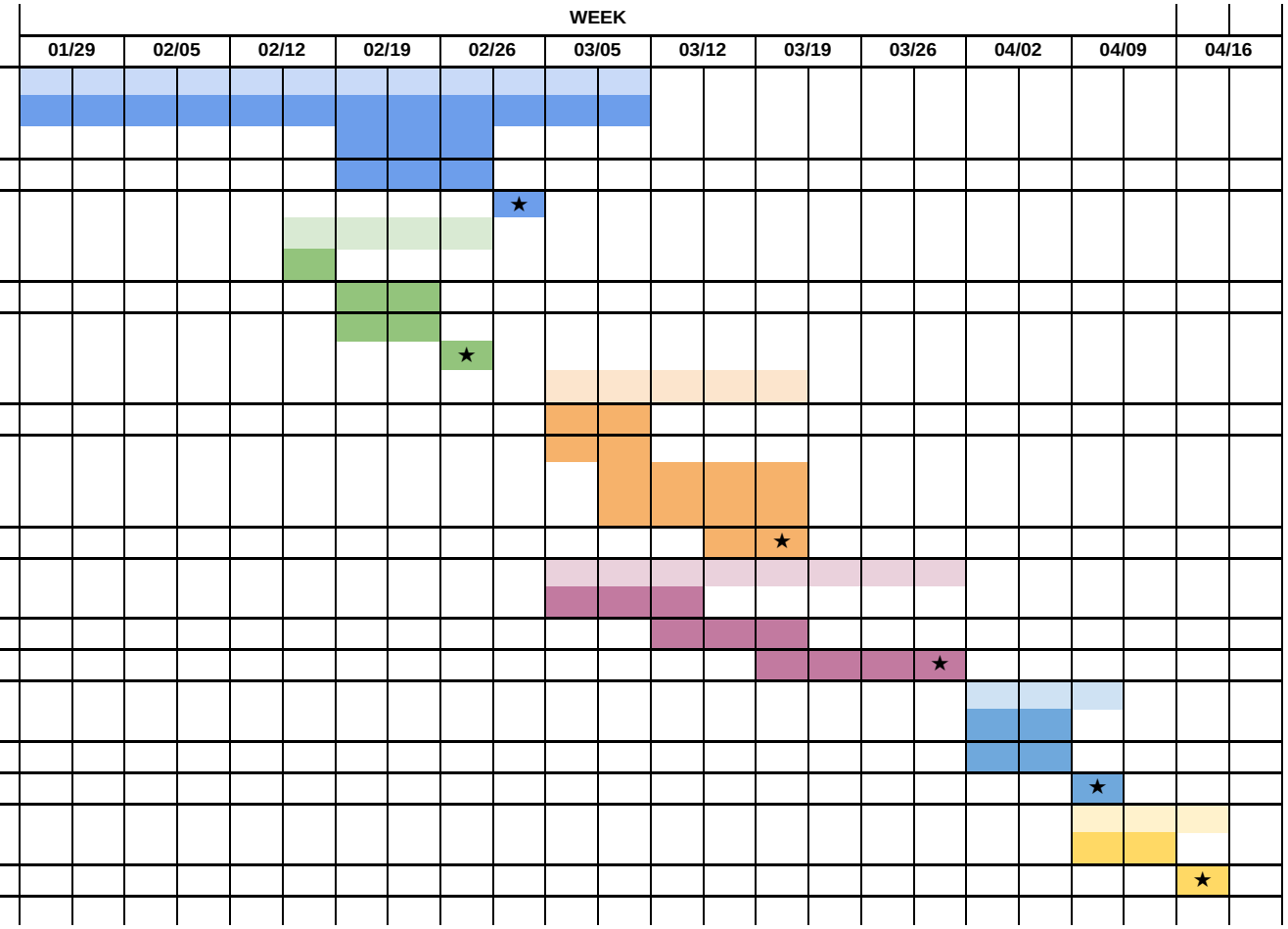
Our primary communication method is Group Me and Slack. To keep each member accounted for in certain tasks, we decided to keep a Trello board and update it with responsibilities.

Updated Gantt Chart

Our updated Gantt Chart is on the following page.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Primary Persona

Details

Name: Alice Lloyd
Age: 29
Occupation: Architect
Family: In a relationship but not married
Location: Ann Arbor, MI
Character: Adventurous

Quote

"The local art community should be something that is accessible with the click of a button"

Bio

Alice Lloyd (29) is a millennial from right outside Chicago who has just moved to Ann Arbor. She is an architect that works downtown. She's pretty tech savvy and has an app for seemingly everything on her IPhone. Alice has already discovered the Kerrytown farmers market where she buys avocados for her avocado toast and listens to WCBN. She's an avid hiker. She would like to become more involved in the Ann Arbor community, but she is new to the area and doesn't know where to start.

Goals

- Discover local artwork
- Have an app that is cool to show off to her friends
- See prices on artwork available through the app and potentially purchase artwork she finds to be special

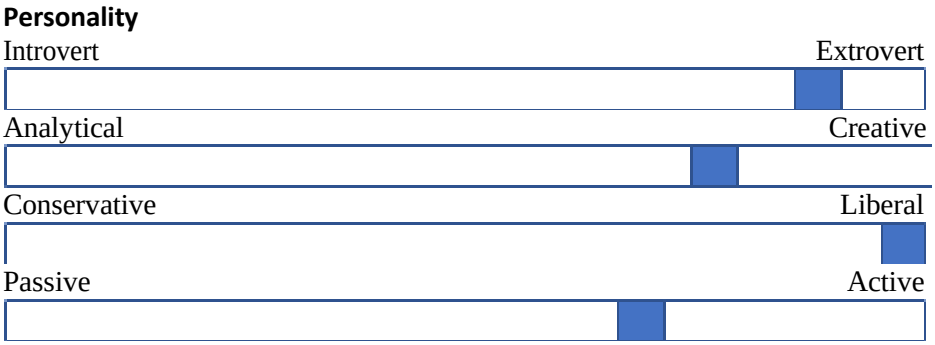
Frustrations

- Not being able to access things on her mobile devices
- Getting recommendations for things that are far away from her current location
- Wants a map that shows where local artwork is

Traits

- Technically savvy
- Social
- Adventurous

Personality



Motivations

Adventure

Social Activity

Community Involvement

Technological Achievement

Preferred Technologies

IOS/Android App

Web App

Website

Physical Medium

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**
Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

Comments

Retail businesses usually take 2 years to reach full market penetration.
It likely will take two years to break-even.

Initial version will have App functionality only but not platform specific apps.
Initial version will have App functionality only but not platform specific apps.
Initial version will have tag ID numbers functionality only.

Transportation and extra labor cost.
To reduce theft and insurance costs, small tracking devices are required.
This is required to integrate & automate the bid payments to the database.
This will help to maximize revenue per app user & help set auction reserve prices.
All Future IT work will be purchased from outside IT vendors.

Art work on display and being transported or shipped must be insured.

It likely will take two years to break-even.

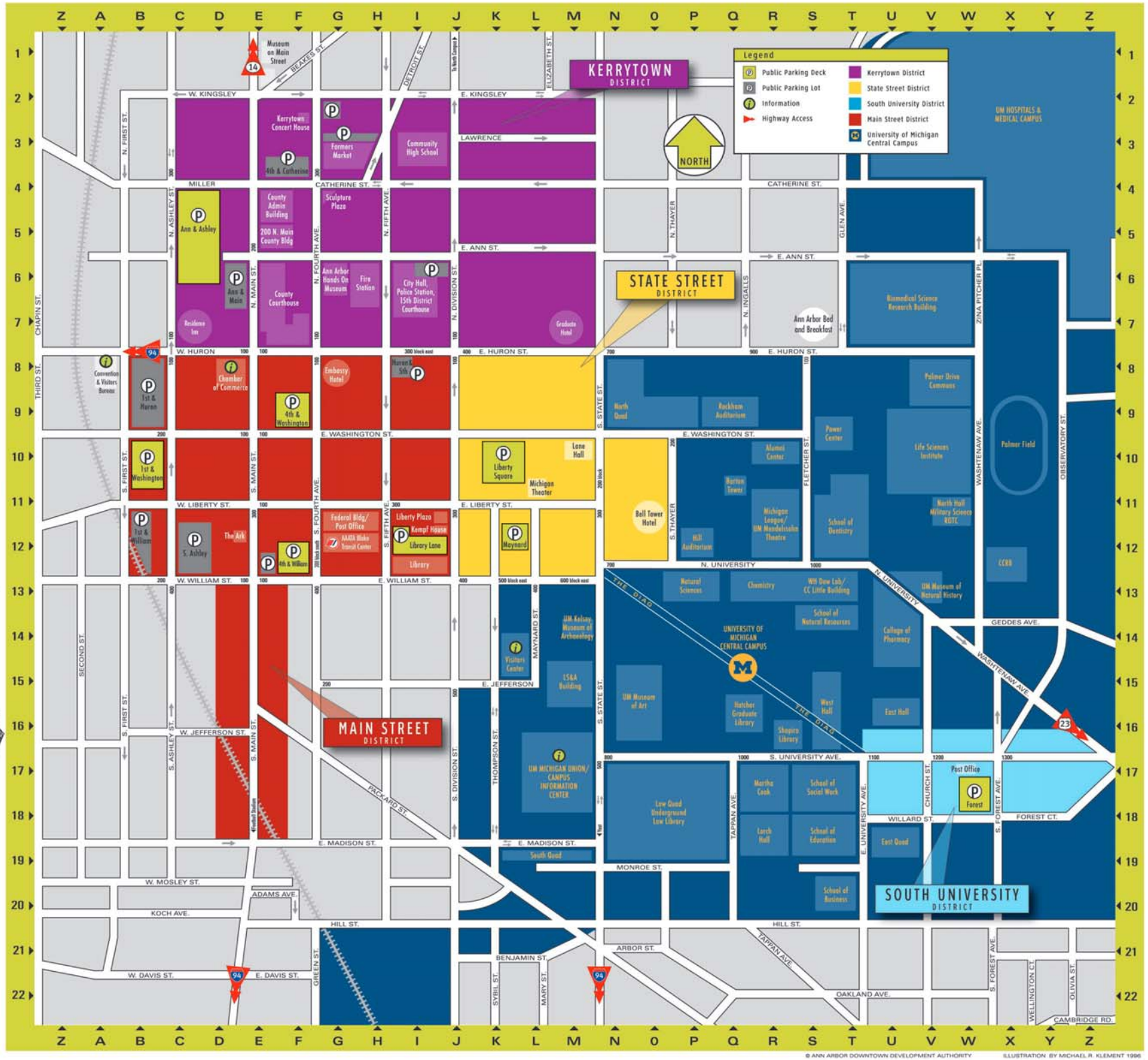


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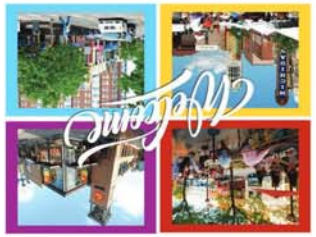
ILLUSTRATION BY MICHAEL R. KLEMENT 1996

ANN ARBOR Downtown

DOWNTOWN ANN ARBOR VISITOR MAP



We invite you to discover a downtown dedicated to the art of great living!

FOR ADDITIONAL INFORMATION:

Ann Arbor Area Convention and Visitors Bureau
(734) 995-7281 • www.visitannarbor.org

Republic Parking
(734) 761-7235 • www.rpsa2.com

City of Ann Arbor
www.a2gov.org

University of Michigan Campus Info
(734) 764-INFO (4636)
www.campusinfo.umich.edu

The Ride
(734) 996-0400 • www.theride.org

Visitor map brought to you by the Ann Arbor Downtown Development Authority
(734) 994-6697 • www.A2dda.org

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: WonderFool Productions -- Bloomberg Public Art Challenge
Date:	Tuesday, March 27, 2018 10:22:00 AM
Attachments:	WonderFool Productions F L O A T.pdf

5th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

Dear Christine,

Please find attached the Bloomberg Public Art Challenge outline for a new public art event -- **FLOAT** -- from WonderFool Productions. We are thrilled to be considered for this tremendous opportunity.

Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

WonderFool Productions
2018 Bloomberg Public Art Challenge
March 26, 2018
Contact: Shary Brown
wonderfoolproductions@gmail.com
[redacted]

F L O A T

FLOAT: A signature inclusive event, built by and for the community, on and along the Huron River, as it runs through Ann Arbor and Ypsilanti — to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural, and economic impact in both cities through a positive, shared event.

WonderFool Productions will coordinate and host a series of community meetings to cultivate potential community partners, develop the programs and evaluate the specific community needs to be addressed in FLOAT. Art teaching and creative making workshops will be held in Ann Arbor and Ypsilanti in partner facilities and in the River's parks. Local artists will also be commissioned to make collaborative pieces and installations which explore various aspects of the Huron River. These creative activities will culminate in a community built art festival — floating, walking and riding between the two communities in a connected and shared celebration. The community built pieces, park improvements and interactive installations may remain in the parks for the season or permanently.

There is immense power in participatory community art events that invite community organizations and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. **FLOAT** will employ WonderFool Production's community engagement model to address and identify creative resolutions to concerns raised and agreed upon in the initial community meetings. Additionally, WFP's model of creative community engagement will provide educational and creative opportunities and resources to underserved populations and organizations through community partnerships that removes barriers to participation.

Civic Issue: A greater understanding of the Huron River as a valued community resource for recreation, for healthy and sustainable ecology, for economic benefit and best practices for good stewardship will be addressed through creative activities taking place in Ann Arbor and Ypsilanti, in town, in parks and on the river.

Proposed Programs - Methodology:

- Host a series of community meetings to identify potential community partners, to determine the community interests-issues for programs, and to identify potential resolutions.
- Develop educational and art programs, with partner organizations, based on community meeting outcomes.
- Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
- Commission artists-scientists-fabricators to develop interactive educational pieces to remain in parks.

- Coordinate park improvements identified in community meetings that will improve community use of parks.
- Host workshops throughout the month to 6 weeks prior to **FLOAT** in park facilities in Ann Arbor and Ypsilanti and in community partner facilities in Ann Arbor and Ypsilanti.
- Encourage workshop participants to bring their masterpieces to **FLOAT**.
- **FLOAT:** A 2-3 day community built art experience linking Ann Arbor and Ypsilanti by celebrating our mutual river in our parks. A day-evening celebratory event will be held in each park with art pieces floating down the Huron River from Ann Arbor to Ypsilanti. Collaborative art pieces will be brought by bicycle from Ypsilanti to Ann Arbor via the Border to Border trail that runs largely by the River.

Proposed Dates: Planning: Start July 2018
Call for Artists/Proposals: September 2019
FLOAT: Summer 2020
Close: Fall 2020 and then annually thereafter

Facilities-Locations: Leased Studio space, Rented Tents and Facilities in Parks, along the Border to Border Trail, and in Partner-provided space for workshops.

Coordinated by: WonderFool Productions (WFP), a 501c(3) nonprofit, community arts organization based in Ann Arbor, Michigan. WonderFool Productions develops, plans, and hosts three collaborative community built art events: **FestiFools** and **FoolMoon** in Ann Arbor and **ypsiGLOW** in Ypsilanti.

Project Planners: Although **FLOAT** will be a new event, WonderFool Productions is not a new organization. **FestiFools**, one of Ann Arbor's cultural icons, just celebrated its eleventh year, **FoolMoon** marked its seventh and **ypsiGLOW**, just concluded two successful downtown events. For each event WFP has successfully partnered with community organizations and local businesses to build on existing programs, activate various spaces, and draw thousands of community members who participate.

Over time, WFP has fine-tuned a flexible framework that utilizes workshops, community partnerships, and local artist and business support to host successful community-built art events. WFP has also increased its organizational capacity, developing a sustainable model for event production and growth. Along with a small volunteer Board of Directors, the core production team is WFP Producer, Adriana Zardus (U of M alumna graduating with honors from the Ross School of Business), and key community volunteers Shary Brown (with 30+ years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original) and Jeri Rosenberg (creator, educator, and arts philanthropist). **FLOAT** will require funding two additional dedicated positions within WFP.

The planning team and WonderFool Productions will coordinate with community partners to host community meetings, manage Call for Proposals and resource development and management.

Potential Partners (Community Artists, Scientists, Leaders, Non Profits, Institutions and Businesses): Including, but not limited to: Cities of Ann Arbor and Ypsilanti, Ann Arbor Public Schools Rec and Ed, City of Ann Arbor Parks and Recreation, Huron River Watershed Council, SEMCOG, City of Ypsilanti Parks, Riverside Arts Center, Ann Arbor Art Center, Ann Arbor and Ypsilanti District Libraries, Ann Arbor Public Schools, Ypsilanti Community Schools, Destination Ann Arbor, Ann Arbor DDA, Ypsilanti DDA, Downtown

Association of Ypsilanti, Hands On Museum/Leslie Science Center, Independent Artists, Teachers, Arbor Lase, area Businesses and Business Associations. And Many MORE!

Goals:

- Link the Ann Arbor and Ypsilanti communities through the Huron River, a valued and shared community resource;
- Create positive interactions between individuals, organizations, institutions and local government in the collective celebration of our parks and river;
- Create accessible educational modules about the river;
- Create opportunities for community built art and creative expression; and
- Leave the parks with improvements identified by the community partners.

Assessment:

- Surveys taken by each partner
- Participant counts, including forms of participation
- Social media interactions, images, and connections made
- Social media data
- Economic impact data from local businesses, organizations and institutions

Total Project Costs: $850,000

Total Raised to Date: $0

Revenues:

Bloomberg 2018 Public Art Challenge $850,000

WFP (year 2)

150,000	Additional Community Grants
50,000	In Kind
25,000	Business Sponsorships
25,000	Individual Donors

Expenses:

Bloomberg 2018 Public Art Challenge $850,000

250,000	retained for endowment, leveraged for multi-year matching grants and donations
100,000	inaugural event one-time costs (planning, seed grants to partners, facilities costs, park investments, educational interactive installations in parks, staffing)
200,000	WFP: additional staff, facility rentals and studio space
300,000	Annual event budget:

Community Engagement
Programs - Installations
Rentals-temporary Infrastructure
Supplies
Commissions
Staff
Insurance
Marketing

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: WonderFool Productions -- Bloomberg Public Art Challenge
Date:	Tuesday, March 27, 2018 10:22:00 AM
Attachments:	WonderFool Productions F L O A T.pdf

5th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

Dear Christine,

Please find attached the Bloomberg Public Art Challenge outline for a new public art event -- **FLOAT** -- from WonderFool Productions. We are thrilled to be considered for this tremendous opportunity.

Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

WonderFool Productions
2018 Bloomberg Public Art Challenge
March 26, 2018
Contact: Shary Brown
wonderfoolproductions@gmail.com
[redacted]

F L O A T

FLOAT: A signature inclusive event, built by and for the community, on and along the Huron River, as it runs through Ann Arbor and Ypsilanti — to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural, and economic impact in both cities through a positive, shared event.

WonderFool Productions will coordinate and host a series of community meetings to cultivate potential community partners, develop the programs and evaluate the specific community needs to be addressed in FLOAT. Art teaching and creative making workshops will be held in Ann Arbor and Ypsilanti in partner facilities and in the River's parks. Local artists will also be commissioned to make collaborative pieces and installations which explore various aspects of the Huron River. These creative activities will culminate in a community built art festival — floating, walking and riding between the two communities in a connected and shared celebration. The community built pieces, park improvements and interactive installations may remain in the parks for the season or permanently.

There is immense power in participatory community art events that invite community organizations and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. **FLOAT** will employ WonderFool Production's community engagement model to address and identify creative resolutions to concerns raised and agreed upon in the initial community meetings. Additionally, WFP's model of creative community engagement will provide educational and creative opportunities and resources to underserved populations and organizations through community partnerships that removes barriers to participation.

Civic Issue: A greater understanding of the Huron River as a valued community resource for recreation, for healthy and sustainable ecology, for economic benefit and best practices for good stewardship will be addressed through creative activities taking place in Ann Arbor and Ypsilanti, in town, in parks and on the river.

Proposed Programs - Methodology:

- Host a series of community meetings to identify potential community partners, to determine the community interests-issues for programs, and to identify potential resolutions.
- Develop educational and art programs, with partner organizations, based on community meeting outcomes.
- Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
- Commission artists-scientists-fabricators to develop interactive educational pieces to remain in parks.

- Coordinate park improvements identified in community meetings that will improve community use of parks.
- Host workshops throughout the month to 6 weeks prior to **FLOAT** in park facilities in Ann Arbor and Ypsilanti and in community partner facilities in Ann Arbor and Ypsilanti.
- Encourage workshop participants to bring their masterpieces to **FLOAT**.
- **FLOAT:** A 2-3 day community built art experience linking Ann Arbor and Ypsilanti by celebrating our mutual river in our parks. A day-evening celebratory event will be held in each park with art pieces floating down the Huron River from Ann Arbor to Ypsilanti. Collaborative art pieces will be brought by bicycle from Ypsilanti to Ann Arbor via the Border to Border trail that runs largely by the River.

Proposed Dates: Planning: Start July 2018
Call for Artists/Proposals: September 2019
FLOAT: Summer 2020
Close: Fall 2020 and then annually thereafter

Facilities-Locations: Leased Studio space, Rented Tents and Facilities in Parks, along the Border to Border Trail, and in Partner-provided space for workshops.

Coordinated by: WonderFool Productions (WFP), a 501c(3) nonprofit, community arts organization based in Ann Arbor, Michigan. WonderFool Productions develops, plans, and hosts three collaborative community built art events: **FestiFools** and **FoolMoon** in Ann Arbor and **ypsiGLOW** in Ypsilanti.

Project Planners: Although **FLOAT** will be a new event, WonderFool Productions is not a new organization. **FestiFools**, one of Ann Arbor's cultural icons, just celebrated its eleventh year, **FoolMoon** marked its seventh and **ypsiGLOW**, just concluded two successful downtown events. For each event WFP has successfully partnered with community organizations and local businesses to build on existing programs, activate various spaces, and draw thousands of community members who participate.

Over time, WFP has fine-tuned a flexible framework that utilizes workshops, community partnerships, and local artist and business support to host successful community-built art events. WFP has also increased its organizational capacity, developing a sustainable model for event production and growth. Along with a small volunteer Board of Directors, the core production team is WFP Producer, Adriana Zardus (U of M alumna graduating with honors from the Ross School of Business), and key community volunteers Shary Brown (with 30+ years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original) and Jeri Rosenberg (creator, educator, and arts philanthropist). **FLOAT** will require funding two additional dedicated positions within WFP.

The planning team and WonderFool Productions will coordinate with community partners to host community meetings, manage Call for Proposals and resource development and management.

Potential Partners (Community Artists, Scientists, Leaders, Non Profits, Institutions and Businesses): Including, but not limited to: Cities of Ann Arbor and Ypsilanti, Ann Arbor Public Schools Rec and Ed, City of Ann Arbor Parks and Recreation, Huron River Watershed Council, SEMCOG, City of Ypsilanti Parks, Riverside Arts Center, Ann Arbor Art Center, Ann Arbor and Ypsilanti District Libraries, Ann Arbor Public Schools, Ypsilanti Community Schools, Destination Ann Arbor, Ann Arbor DDA, Ypsilanti DDA, Downtown

Association of Ypsilanti, Hands On Museum/Leslie Science Center, Independent Artists, Teachers, Arbor Lase, area Businesses and Business Associations. And Many MORE!

Goals:

- Link the Ann Arbor and Ypsilanti communities through the Huron River, a valued and shared community resource;
- Create positive interactions between individuals, organizations, institutions and local government in the collective celebration of our parks and river;
- Create accessible educational modules about the river;
- Create opportunities for community built art and creative expression; and
- Leave the parks with improvements identified by the community partners.

Assessment:

- Surveys taken by each partner
- Participant counts, including forms of participation
- Social media interactions, images, and connections made
- Social media data
- Economic impact data from local businesses, organizations and institutions

Total Project Costs: $850,000

Total Raised to Date: $0

Revenues:

Bloomberg 2018 Public Art Challenge $850,000

WFP (year 2)

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Bloomberg 2018 Public Art Challenge $850,000

250,000	retained for endowment, leveraged for multi-year matching grants and donations
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200,000	WFP: additional staff, facility rentals and studio space
300,000	Annual event budget:

Community Engagement
Programs - Installations
Rentals-temporary Infrastructure
Supplies
Commissions
Staff
Insurance
Marketing

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: Bloomberg Art Proposal
Date:	Tuesday, March 27, 2018 10:22:00 AM
Attachments:	Bloomburg Art Proposal- Ann Arbor Mural Arts Program (A2MAP).pdf

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6th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mary Thiefels [mailto:treetownmurals@gmail.com]
Sent: Monday, March 26, 2018 3:05 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Proposal

Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

Neutral Zone Teen Center
http://neutral-zone.org

- **Description of the project.**

Ann Arbor Mural Arts Program (A2MAP)

Ann Arbor Mural Arts Program (A2MAP) will become the first mural arts program in the state of Michigan. The program will, for the first time, develop an organized process for the creation public murals county wide. The program will identify locations and sites, fundraise, and connect community partners with artists. A2MAP will take applications from community groups looking to have a project completed. A2MAP will conduct research, host workshops, select an artist, design and include the community entity or neighborhood in the participation of the mural project from start to finish.

Receipt of this grant will fund the startup and continued two years operating expenses for a new Ann Arbor Mural Arts Program, based in Ann Arbor, to operate in greater Washtenaw County including but not limited to the cities of Ann Arbor, Ypsilanti, Saline, Dexter, Manchester, Chelsea, and Whitmore Lake. The proposals and projects of A2MAP will be youth and community driven, to amplify the voices in our area.

- **Key collaborators, artists, arts organizations, city agencies, & private sector groups.**
    - TreeTown Murals - Mary Thiefels
    - Neutral Zone - Lori Roddy
    - Ann Arbor Public Schools - Jeanice Swift
    - Arts Alliance - Deb Polich
    - DDA - Susan Pollay
    - Ann Arbor Railroad - John Vance, Chief Engineer
    - UM School of Education - Mike Napolitan
    - Anderson Paint Company
    - Saturate Studios LLC - Jeff Hayner
    - CivCity Initiative of Ann Arbor - Mary Morgan
    - Private Sector:
        - McKinley Properties - Albert Berriz
        - Allen & Associates - Peter and Doug Allen
        - Greig Management - offering walls and private support
    - Committed private donors - TBA upon advancement of our proposal

- **Explanation of the goals of this project.**

  Ann Arbor's Mural Art Program (A2MAP) will highlight and amplify the voices of our community. The murals created will transform and uplift spaces in addition to fostering change in the lives of community members and visitors to the region. They will create unique opportunities for education, collaboration, restorative justice, dialogue and a transfer of ideas. These new murals will increase property value, uplift blighted areas, and create landmark sites that help to promote a healthy economy, vibrant downtown, exciting workspaces, and dynamic learning environments.

  For decades, cities around the United States have been organizing murals arts programs as a way to connect artists and contributors with organizations, businesses, neighborhoods, schools, and centers. Our proposal will be modeled after successful mural arts programs existing in cities like Philadelphia, San Francisco, Miami, Austin, New York, Pittsburgh, Detroit and Portland, just to name a few.

  In addition, cities all over the world are embracing public mural art as the most revered contemporary art form of our time. You will find mural arts festivals being hosted in many countries across the world. These opportunities team up international and local artists with cities and businesses who support community voice and creative expression.

- **Potential difference it will make for Ann Arbor.**

  For over a century Ann Arbor has showcased strong support for the arts and in recent years has been inching towards supporting more public mural art. This proposal for an Ann Arbor Mural Arts Program will streamline and consolidate these efforts. It will allow for the development of an organized process for establishing sites, fundraising, and connecting to community partners. With the right partnerships and successful projects, Ann Arbor, too can become a leader in public mural expression.

These mural projects will increase tourism for Ann Arbor, create landmark locations, become a model program for other cities of a similar size, have a strong impact on our youth community by creating productive ways to amplify youth voice, and to support retention our creative businesses and artists.

A2MAP will also use funding to create a mobile app (A2artMAP) for educating people about and locating all the murals and public art created through its programs.

We thank you for your consideration and look forward to working with the City of Ann Arbor.

Sincerely,

Mary Thiefels, Founder - TreeTown Murals, “Michigan’s award winning mural company”

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: Ann Arbor Bloomberg Grant Application for Dear Womanhouse
Date:	Tuesday, March 27, 2018 10:22:00 AM
Attachments:	Ann Arbor Bloomberg Grant Application for Dear Womanhouse - Google Docs.pdf

---

4th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Laura Earle [mailto:[redacted]
Sent: Monday, March 26, 2018 12:28 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor Bloomberg Grant Application for Dear Womanhouse

Good Afternoon Christine,

I am writing on behalf of a collective of Ann Arbor area women in the arts to submit our request for consideration for the Bloomberg Philanthropies temporary public art installation grant. Attached, please find our proposal.

Please reach out if you would like further clarification or additional information.

Thank you for this wonderful opportunity.

Best,

Laura Earle

Bloomberg Grant Request
March 25, 2018

Dear Womanhouse, What Now?

The Art of Being Female Today

Dear Womanhouse is an intergenerational multi-disciplinary collaboration of Ann Arbor area women in the arts to initiate meaningful dialogue about being female in America today. Inspired by the pivotal work WOMANHOUSE led by Judy Chicago and Miriam Schapiro in 1972, we intend to transform a house into a public art installation as a catalyst for conversation. Further, we will incorporate educational initiatives to expand awareness and strengthen community ties. By creating opportunities for artistic expression and exchange, both inside the classroom and out among neighboring communities, we seek to leverage art and education as cultural crucibles for transformative interactions about conventions of gender.

We have been offered the use of a 3,400 square foot house in Manchester, Michigan for the project. The historic setting is close enough to be accessible from Ann Arbor, but just far enough away to have a clarifying retreat effect, breaking familiar routines and status quo to offer new perspectives. The site will be home to collaborators, their work, performances and the exhibition of the public art installation. Beyond securing a place for developing the project, the location expands the conversation among neighboring communities, providing mutual benefit and conceptual cross-pollination as it engages artists and audiences in conversations that might not take place otherwise. When *Dear Womanhouse* is complete, our hope is that the house will be equipped to run future artists' residencies with different themes for consideration and give Ann Arbor area artists, the residents of Manchester and beyond a place to join and contribute to a widening set of connected artistic enterprises.

To involve younger generations, we will develop and publish art curricula for primary and secondary education and implement it via student teaching practicum and visiting guest artists in Ann Arbor area schools and beyond. The curricula will feature small scale versions of the house for students to transform into their own classroom art installation of *Dear Womanhouse*. The finished results will be exhibited and exchanged among participating schools before being showcased in our full-scale installation. A lecture series involving Ann Arbor area galleries and libraries will broaden the interaction to adult audiences. We are in conversation with regional cultural centers, too, including the Detroit Institute of Art and The Henry Ford Museum, to create pop-up exhibitions of the project to reach even more people. Our activities will be supported by an online presence via website and social media outlets.

We consider the 1972 WOMANHOUSE to be a landmark educational experiment in community building centered in the arts. We want to increase the scope of the project to be more inclusive and expansive as we measure the vital signs of the contemporary female experience through artistic inquiry. Our group of Ann Arbor area artists, gallerists, historians, and educators – college students and seasoned professionals alike – energize and enrich each other as we work together in the understanding that each of us has something valuable to learn and something valuable to teach.

Participants to date:

Pi Benio, Sculptor, Gallery Curation, and Art Education
Christine Bolton, Art History and Anthropology
Laura Earle, Furniture Design and Graphic Design
Elizabeth Barick Fall, Mixed Media Art, Photography, and Gallery Curation
Tonya Grochowicz, Drawing and Mixed Media Art
Kelly Johnston, Museum Art Preparation, Mixed Media Art, and Installation Art
Rita Lee, Sculpture
Dr. Cam McComb, Art Education

Hannah McCready, Art History and Mixed Media Art
Valerie Mann, Mixed Media Art and Gallery Curation
Jordan Oliva, Sculpture and Furniture Design
Jovel Perez, Drawing
Gemma Perrotta, Art History
Ellen Plummer, Gallery Curation
Mx. Veronica Raft, Gender Studies and Biochemistry
Dr. Ellen C. Schwartz, Art History
Janelle Smith, Painting
Leslie Sobel, Painting, Drawing, and Mixed Media Art
Haley Talaga, Photography and Art History
Arienne Zimmerman, Drawing
Je'Tone Alexander, Fiber Art
CaraMia Bertoni, Graphic Design and Watercolor Painting
Cristin Bobee, Photography
Colette Byrd, Art History
Pamela Cohen, Mixed Media Art
Sierra Ellis, Art History
Gennevra Fleszar, Painting
Cheyenne Fletcher, Art Education
Sasha Guo, Furniture Design and Ceramics
Beth Johnson, Origami Art
Monena Lamb, Art History
Nicole Lockhart, Art History
Meredith Long, Art History and Gallery Curation
Madeline Reinbolt, Art History
Margaret A Miller, Printmaking and Ceramics
Dulce Morales, Furniture Design
Trisha Schultz, Art History
Kristal Serna, Furniture Design
Dina Sheldon, Yoga Studio Entrepreneurship
Marie Singer, Painting
Bri Wickoff, Metalsmithing
Avery Williamson, Drawing, Painting, and Fiber Arts
Ann Marie Williams, Photography, Video, and Mixed Media Art
Joy Williams, Art History

Initiating Partnerships:

The Arts Alliance, Ann Arbor, Michigan
The Village of Manchester
trustArt studios, Ann Arbor, Michigan
WSG Gallery, Ann Arbor, Michigan
A2 Yoga, Ann Arbor, Michigan
22 North Gallery, Ypsilanti, Michigan
Adrian Center for the Arts, Adrian, Michigan

Friends of *Dear Womanhouse:*

Rich Earle
David Earle
Carolynn and Brandon Howk
Sandra Murchison
Toni and Charles Perrin
Leslie Raymond
Amy Sacksteder

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: Ann Arbor Bloomberg Grant Application for Dear Womanhouse
Date:	Tuesday, March 27, 2018 10:22:00 AM
Attachments:	Ann Arbor Bloomberg Grant Application for Dear Womanhouse - Google Docs.pdf

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4th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Laura Earle [mailto:[redacted]
Sent: Monday, March 26, 2018 12:28 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor Bloomberg Grant Application for Dear Womanhouse

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Jordan Oliva, Sculpture and Furniture Design
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Friends of *Dear Womanhouse:*

Rich Earle
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Carolynn and Brandon Howk
Sandra Murchison
Toni and Charles Perrin
Leslie Raymond
Amy Sacksteder

From: Schopieray, Christine
To: "allisonbuck13@gmail.com"
Subject: FW: Submission for Bloomberg Philanthropies Public Art Challenge
Date: Tuesday, March 27, 2018 10:23:00 AM

7th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Jeffrey Hayner [mailto:Jeff@saturate.org]
Sent: Monday, March 26, 2018 4:44 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Submission for Bloomberg Philanthropies Public Art Challenge

To whom it may concern, please accept this brief submission for the Bloomberg Philanthropies Public Art Challenge.

1. Description of the project.

   I propose to paint, on the surfaces of our city's streets + sidewalks, with a 4" wide roller using proper fast-drying street marking paint in a color to be determined, the perimeter outline of the Gelman Plume, as it exists at the end of the calendar year 2017. Accompanying each street crossing will be the stenciled hashtag #GelmanPlume. This hashtag will have links to a website with detailed information on the history of the Plume, the current actions being taken, and other information as to how residents can get involved. This plume is currently mapped in exquisite detail online thanks to the work of Roger Rayle at Scio Residents for Safe Water. (https://sites.google.com/site/srsworg/Home/images/pgsi-site-in-google-earth)

2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups.

   (Proposed)
   Scio Residents for Safe Water, CARD, The City of Ann Arbor, Washtenaw County Water Resources Commissioner, Washtenaw County Public Health Department, Washtenaw County Road Commission, MDEQ, Huron River Watershed Council, Saturate Studios LLC (performing the work)

3. Explanation of the goals of this project.

   This project will render the invisible, visible; by outlining on our surface streets and sidewalks in the public right of way the perimeter of the plume. Every time one crosses this line on the sidewalk, or drives over it in the street, they will be reminded of the danger that remains untreated, and also of the water cycle in general, and on our

dependency on things most never see or think about. I cannot think of a better way to reveal the danger than to figuratively bring it to the surface, via this public art. A simple line, with accompanying hashtag, will be a constant reminder of what lies beneath.

The Gelman Plume, a 1,4 dioxane plume, has for over 40 years been spreading below the city, posing a risk to the residents of Washtenaw County who get water from wells, and to the main source of the city of Ann Arbor's drinking water, Barton Pond. It has come to my attention through participation in CARD that there now concerns over it appearing in groundwater, as a vapor in basements, and possibly spreading faster than previously realized in the direction of the city's main water intake. One city intake well has already been shut down due to contamination. And yet, this very real threat remains invisible to residents of the area. The goal is to increase awareness of the toxic plume, to educate residents about the size and location of the toxic plume and to direct them to an information repository where they can easily get involved in public actions to encourage cleanup.

4. Potential difference it will make for Ann Arbor.

The more residents are aware of this hidden danger, the most energized they will be to demand solutions. I hope that this project will inspire conversations in the classrooms, boardrooms, homes and government offices. It will be a powerful reminder of our reliance on the groundwater cycle, and the accompanying website will empower residents to make real changes and demand real solutions to water issues, both at home and elsewhere in the state.

Thank you for your consideration of this project,

Sincerely,

Jeffrey Hayner

Saturate Studios LLC
[redacted]
jeff@saturate.org

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: Ann Arbor public art challenge
Date:	Tuesday, March 27, 2018 10:24:00 AM

8th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Tuesday, March 27, 2018 9:14 AM
To: 'Christopher Taylor' <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: Ann Arbor public art challenge

One last proposal for the Bloomberg Art Challenge.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Xue Ding [mailto:[redacted]
Sent: Monday, March 26, 2018 10:24 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor public art challenge

Hi Christine,

We are writing to submit a proposal for the Ann Arbor public art challenge, which we encountered in an MLive article.

The project we are thinking of is to turn all of the AAATA bus stop shelters into art pieces. Each bus stop shelter can be remodeled to fit a theme, and if the budget is limited, it could be simple paintings on the existing shelters. For an example theme, each bus stop shelter art could represent a different country or culture, so that a bus ride around the city would be like touring around the world. A shelter representing China could be designed as an ancient temple, or one representing Japan could be designed as a Shinto shrine, and so on. The goal of

the project is to express the diversity of the city, which is deeply woven into the fabric of the AA community with much help from the University of Michigan. This art project is not only going to the boost the city's aesthetics, but also shows the acceptance and kindness aspects of the community that are so familiar to foreign-born residents.

To initiate the project, maybe the city can announce an art contest in order to sample art works and designs for different cultures and pick the ones that are suitable for the purposes of the project. The next step would be to hire professional artists to execute the designs around the city. Of course, there are many considerations to be taken in terms of details, such as ensuring that the bus shelter still allows for visibility for riders on the inside, and that the designs are not offensive toward the depicted culture or other cultures.

Thanks for you time in reading our brief concept proposal.

Xue and Zach Dietrich

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor); Lazarus, Howard; "allisonbuck13@gmail.com"; Harrison, Venita
Subject:	FW: Bloomberg Art Challenge - MOBILE A2 ART
Date:	Tuesday, March 27, 2018 11:54:00 AM
Attachments:	MOBILE A2 ART.pdf

Forwarding, regarding Bloomberg Art Challenge Proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Bob Miller [mailto:[redacted]
Sent: Thursday, March 08, 2018 7:43 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Challenge - MOBILE A2 ART

Please see attached pdf with my proposal for the Bloomberg Art Challenge.

bob miller
[redacted]

Bloomberg Public Art Challenge
Ann Arbor, MI

Bob Miller [redacted] Ann Arbor MI 48103
e-mail – [redacted] Tel. [redacted]

MOBILE A2 ART

• The premise is for city vehicles to be wrapped with vinyl like the “Power Art” project, which wrapped city street light power boxes with artwork.

• MOBILE A2 ART would focus on vinyl wrapping garbage trucks, recycle trucks, park maintenance vehicles, snow plows, building department vehicles, and any other appropriate city vehicles.

• The artwork could be chosen from a pool of existing and constantly updated artists who would submit artwork that would fit the criteria of the request. For example an educational recycle theme, a winter theme, a compost theme, a gardening theme or a educational garbage theme.

• Artists would be compensated with a predetermined amount for the chosen artwork.

• This project would bring public art, and awareness of the artists message to all corners of the City of Ann Arbor that city vehicles travel. Making MOBILE A2 ART a truly omnipresent project within the city of Ann Arbor.

From:	John Kotarski
To:	Taylor, Christopher (Mayor); Lazarus, Howard; Harrison, Venita; Schopieray, Christine
Cc:	Higgins, Sara; Allison Buck; David Esau
Subject:	Bloomberg kudos!
Date:	Tuesday, March 27, 2018 1:44:06 PM

I think it is important to recognize the incredible impact the city has made on the creative community Ann Arbor. My understanding is that the city has received several (more than two!) proposals and Ann Arbor received media coverage in major media markets - job well done!

The total credit goes to **Christine Schopieray.** Christine turned the Mayor's email around within a couple of hours - Awesome! I along with other art commissioners heard positive feedback from a number of artist. This exceptional effort has not gone unnoticed by the art commission. Artists now know that the city can move on a dime when it counts. Well done Christine!

The next couple of days are important as well. The city committed to review and select the finalist by tomorrow (March 28). The city should have a process and criteria to do that (the city needs to demonstrate that they didn't just throw darts at the stack). The review committee is purposely small - Taylor, Lazarus, Harrison and Allison Buck (art commissioner). Allison has some ideas about process and criteria but she has limited time. Allison is a professional at this and I encourage you to use her advice (this is her tight season so use her help judiciously).

The more time that passes the less time artists will have to complete the proposal and the more complaints the city will receive (the proposal to Bloomberg has several narratives of less that 200 words). The time allotted is 14 days (March 29 - April 11). This is quick a quick turn around and Christine should do her best to manage the finalist. The better the narrative the city receives from the artist has the better the narrative the Mayor can submit (remember this is the Mayor's submission to Bloomberg - and it should be a polished as possible). The city should alert its best grant writer to step in April 12 and refine the proposal by April 16 (submission to Council).

We have the talent and we have demonstrated we can act quickly. We just need to put our best foot forward. I am absolutely thrilled with the progress to date - I hope you share my enthusiasm.

Best,
John

From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	Scoring Sheet - Bloomberg Mayoral Challenge.xlsx
Date:	Tuesday, March 27, 2018 3:41:05 PM
Attachments:	Bloomberg Mayoral Challenge.xlsx

Hi Christine,
Please let me know if you have any changes. I will plan bring copies for everyone to our meeting tomorrow.

I think it's best that the final submittal to Bloomberg come from Mayor Taylor.

BLOOMBERG PUBLIC ART CHALLENGE

Name(s): _____

Reviewer: _____

Selection Criteria - 20 pts	**Weight**	**Scoring Range**	**Score**	**General Notes/Comments**
VISION - is this NEW? Is it a big, bold idea that uncovers a new or unexpected, yet sharable idea. Is it creative, and does it tackle the most pressing issues facing the city today	20%	0 - 30		
IMPACT - Idea has the potential to significantly improve citizens' lives	30%	0 - 25		
IMPLEMENTATION - Demonstrates commitment and a viable path to bringing this idea to life. Includes garnering support from citizens and key stakeholders	20%	0 - 25		
TRANSFERABILITY - Idea should not be beneficial to the city generating the idea, but also has the potential to spread - and succeed in- other cities	30%	0 - 20		
	Weighted Sub Total	***0*** ***x***	***0***	

Professional Experience/Resume - 20 pts				
Experience as an artist or company's experience	25%	0 - 25		
Experience related to scope of challenge	25%	0 - 25		
Partnership and engagement throughout the community	25%	0 - 20		
	Weighted Sub Total	***0*** ***x***	***0***	

Characteristics of Project - 30pts				
Seeks ideas, solutions and resources from both inside and outside of city hall	20%	0 - 20		
Partnership and engagement throughout the community - identifies and leverages skillsets and funding throughout the community to sustain innovative solutions over time. Temporary art project that addresses a civic issue and urban challenges	20%	0 - 40		
Smart use of technology - technology is not a solution but is often how to arrive at a solution. Includes creative solutions to significant urban issues	20%	0 - 40		
Measureable - articulates intended impact, is measurable and then holds people accountable. Strengthen community bond and drive economic growth	20%	0-40		
Understand that making incremental impact to learn fast and early builds both goodwill and strong partnerships	20%	0-10		
	Weighted Sub Total	***0*** ***x***	***0***	

Sub-Total Score: 0

(100 possible points)

Budget/Work Plan - 30 points				
Includes estimated costs for artist, materials, fabrication, staff support, maintenance, shipping, installation, contingencies' and other anticipated expense to complete the project	30%	0 - 30		

List tasks required and support individuals needed, and the amount of time allocated to the project by all	30%	0 - 30				
Work plan, timeline, schedule depicts sequence and duration of tasks and support needed.	40%	0 - 40				
	Weighted Sub Total		***0***	***x***	***0***	

Total Score:	**0**

(100 possible points)

From: Allison Buck
To: Schopieray, Christine
Subject: Re: Bloomberg Challenge
Date: Tuesday, March 27, 2018 4:03:47 PM

Hey Christine!

I just wanted to follow up as the work day is coming to its final hours to remind you to please send me copies of the proposals so that I can review them tonight.

Thanks in advance! Where will we be meeting tomorrow at 2PM?

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Tue, Mar 27, 2018 at 10:20 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Hello Alison,
>
> Yes, we will be discussing the proposals based on the criteria we come up with today. I will send it as soon as we have solidified it. In the meantime please look for the proposals I will be forwarding.
>
> Sincerely,
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> Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Allison Buck [mailto:allisonlbuck13@gmail.com]
> **Sent:** Tuesday, March 27, 2018 10:18 AM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Cc:** Kotarski, John <kotarski@pobox.com>
> **Subject:** Re: Bloomberg Challenge

Christine,

I have not yet received the proposals or the meeting information for tomorrow. Please send those so that I may review them this evening. In the meeting tomorrow will we be discussing the proposals based on the criteria you guys come up with today? If so, can you please send out this criteria as soon as its completed so that I may keep those items in mind when reviewing the proposals this evening?

Thanks for looping me in! See you tomorrow!

Allison Buck

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On Tue, Mar 27, 2018 at 10:12 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good morning Allison,
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> I have been made aware that you will be part of the judging panel. Please let me know if you have received all 8 of the proposals for the Bloomberg Art Challenge. If not I will forward them shortly. I apologize for the short meeting notice. Venita Harrison and myself will be meeting today at 11am to set up a judging criteria for proposals and then meet with you and the other judges on Wednesday at 2pm. (I just sent the meeting notice to you) Please feel free to call me with any questions.
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> Sincerely,
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> Christine
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> Christine Schopieray
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> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor

734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Monday, March 26, 2018 12:23 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Cc: David Esau <desau@cdiarchitects.com>; Kotarski, John <kotarski@pobox.com>
Subject: Re: Bloomberg Challenge

Hi All!

Thanks for the introduction John. I know that the proposal outlines for the Bloomberg Challenge are due today so I wanted to touch base on next steps.

As John said, I work full time at The Guild of Artists and Artisans and our first art fair of the season is fast approaching next week (April 5th and 6th) so my time is limited. My hope would be that we could meet for about an hour or two tomorrow and an hour or two Wed/Thursday to complete the review process.

Is there a plan in place already for the review of the submitted proposal outlines? If not, my suggested next steps would be to meet with the outline review committee as soon as possible (tomorrow) to discuss a review rubric and distribute copies of the submitted proposals for us to read over night (or a couple of nights depending on how many there are) and then come back together to review them based on the agreed upon rubric.

I'm excited to participate in the review process and help facilitate the submission of an excellent proposal! Looking forward to seeing the submitted proposals and meeting you all.

Allison Buck

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On Sun, Mar 25, 2018 at 10:31 PM, John Kotarski <kotarski@pobox.com> wrote:

Hi all,

Just want to connect you with Allison Buck, vice chair of the art commission, who has agreed to participate on the review committee.

Allison's day job is marketing director for the Guild of Artists and Artisans. Please bring her up to speed on how she can help so that she might schedule her time among her other commitments.

I leave it to all of you to connect as necessary.

Best,

John

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: Bloomberg Art Proposal
Date:	Tuesday, March 27, 2018 4:24:00 PM
Attachments:	Bloomburg Art Proposal- Ann Arbor Mural Arts Program (A2MAP).pdf

---

9th proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mary Thiefels [mailto:treetownmurals@gmail.com]
Sent: Monday, March 26, 2018 3:05 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Proposal

Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

Neutral Zone Teen Center
http://neutral-zone.org

- **Description of the project.**

Ann Arbor Mural Arts Program (A2MAP)

Ann Arbor Mural Arts Program (A2MAP) will become the first mural arts program in the state of Michigan. The program will, for the first time, develop an organized process for the creation public murals county wide. The program will identify locations and sites, fundraise, and connect community partners with artists. A2MAP will take applications from community groups looking to have a project completed. A2MAP will conduct research, host workshops, select an artist, design and include the community entity or neighborhood in the participation of the mural project from start to finish.

Receipt of this grant will fund the startup and continued two years operating expenses for a new Ann Arbor Mural Arts Program, based in Ann Arbor, to operate in greater Washtenaw County including but not limited to the cities of Ann Arbor, Ypsilanti, Saline, Dexter, Manchester, Chelsea, and Whitmore Lake. The proposals and projects of A2MAP will be youth and community driven, to amplify the voices in our area.

- **Key collaborators, artists, arts organizations, city agencies, & private sector groups.**
    - TreeTown Murals - Mary Thiefels
    - Neutral Zone - Lori Roddy
    - Ann Arbor Public Schools - Jeanice Swift
    - Arts Alliance - Deb Polich
    - DDA - Susan Pollay
    - Ann Arbor Railroad - John Vance, Chief Engineer
    - UM School of Education - Mike Napolitan
    - Anderson Paint Company
    - Saturate Studios LLC - Jeff Hayner
    - CivCity Initiative of Ann Arbor - Mary Morgan
    - Private Sector:
        - McKinley Properties - Albert Berriz
        - Allen & Associates - Peter and Doug Allen
        - Greig Management - offering walls and private support
    - Committed private donors - TBA upon advancement of our proposal

- **Explanation of the goals of this project.**

  Ann Arbor's Mural Art Program (A2MAP) will highlight and amplify the voices of our community. The murals created will transform and uplift spaces in addition to fostering change in the lives of community members and visitors to the region. They will create unique opportunities for education, collaboration, restorative justice, dialogue and a transfer of ideas. These new murals will increase property value, uplift blighted areas, and create landmark sites that help to promote a healthy economy, vibrant downtown, exciting workspaces, and dynamic learning environments.

  For decades, cities around the United States have been organizing murals arts programs as a way to connect artists and contributors with organizations, businesses, neighborhoods, schools, and centers. Our proposal will be modeled after successful mural arts programs existing in cities like Philadelphia, San Francisco, Miami, Austin, New York, Pittsburgh, Detroit and Portland, just to name a few.

  In addition, cities all over the world are embracing public mural art as the most revered contemporary art form of our time. You will find mural arts festivals being hosted in many countries across the world. These opportunities team up international and local artists with cities and businesses who support community voice and creative expression.

- **Potential difference it will make for Ann Arbor.**

  For over a century Ann Arbor has showcased strong support for the arts and in recent years has been inching towards supporting more public mural art. This proposal for an Ann Arbor Mural Arts Program will streamline and consolidate these efforts. It will allow for the development of an organized process for establishing sites, fundraising, and connecting to community partners. With the right partnerships and successful projects, Ann Arbor, too can become a leader in public mural expression.

These mural projects will increase tourism for Ann Arbor, create landmark locations, become a model program for other cities of a similar size, have a strong impact on our youth community by creating productive ways to amplify youth voice, and to support retention our creative businesses and artists.

A2MAP will also use funding to create a mobile app (A2artMAP) for educating people about and locating all the murals and public art created through its programs.

We thank you for your consideration and look forward to working with the City of Ann Arbor.

Sincerely,

Mary Thiefels, Founder - TreeTown Murals, “Michigan’s award winning mural company”

From:	Schopieray, Christine
To:	"allisonbuck13@gmail.com"
Subject:	FW: Bloomberg Art Challenge - MOBILE A2 ART
Date:	Tuesday, March 27, 2018 4:25:00 PM
Attachments:	MOBILE A2 ART.pdf

10th proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Bob Miller [mailto:[redacted]
Sent: Thursday, March 08, 2018 7:43 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
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Please see attached pdf with my proposal for the Bloomberg Art Challenge.

bob miller
[redacted]

Bloomberg Public Art Challenge
Ann Arbor, MI

Bob Miller [redacted] Ann Arbor MI 48103
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MOBILE A2 ART

• The premise is for city vehicles to be wrapped with vinyl like the “Power Art” project, which wrapped city street light power boxes with artwork.

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From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	RE: Bloomberg Challenge
Date:	Tuesday, March 27, 2018 4:26:00 PM

Hello Allison,
I will be resending all 10 proposals as I just realized that I have omitted the "L " between your first and last name.
My apologies,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Tuesday, March 27, 2018 4:03 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Re: Bloomberg Challenge

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> **Sent:** Monday, March 26, 2018 12:23 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
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> I leave it to all of you to connect as necessary.
>
> Best,
> John

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Bloomberg Challenge Proposal
Date:	Tuesday, March 27, 2018 4:27:00 PM
Attachments:	Rag Tag Theater Bloomberg Proposal.pdf

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Tuesday, March 27, 2018 10:22 AM
To: 'allisonbuck13@gmail.com' <allisonbuck13@gmail.com>
Subject: FW: Bloomberg Challenge Proposal

3rd

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mark Tucker [mailto:[redacted]
Sent: Thursday, March 15, 2018 2:01 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Challenge Proposal

Dear Challenge Proposal Committee,

I have attached a proposal for the Bloomberg Challenge called "Rag Tag Theater".

This is a "shovel-ready" idea that has been developed on a small-scale and was presented two years ago at the Detroit Design Festival as a pop-up kids' theater in downtown Detroit. Since then we've been looking for funding to design and build a mobile version of this pop-up theater where we would transform an urban ice cream truck into a traveling stage and laboratory for kids to create their own plays based on kids' scripts that focus on local civic challenges addressed through the play-making process.

Key collaborators would primarily be the kids in neighborhoods we visit who would be guided by college students hired from EMU/UM/Washtenaw Community Colleges who delight in working with youngsters, and who have a keen interest in using theater as a tool for self-expression and problem solving/addressing.

This project would primarily focus on, and impact, neglected neighborhoods in the Washtenaw County region.

The potential to make a difference in the lives of kids in neighborhoods where they historically do not have access to unique playmaking and creative arts opportunities, and/or have restrictive transportation options, is what makes this project attractive. Also, engaging college students to facilitate the logistics and operations of the Rag Tag Theater concept, thereby employing the gifts and skills of these students on a local level, may lead to more long-term civic engagements, connections, ideas, and creative entrepreneurships as more students choose to remain in the area to pursue their careers.

My role as Art Director and Lecturer at the University of Michigan allows me to work on the Rag Tag Theater concept pedagogically and logistically while we develop existing and future partnerships that would help to bring this project to life.

Please don't hesitate to contact me if you would like any more information regarding this idea.

--
Mark

RAG TAG THEATER

A POP-UP, MAKE-IT-YOURSELF, MOBILE THEATER FOR KIDS!

Imagine: An ordinary-seeming ice cream truck drives down your street, playing a music-box tune, when suddenly it comes to a halt, its doors swing open, and a velvet curtain slowly rises to reveal a *tiny make-shift theater* complete with everything a young thespian would need to put on their own theatrical performance. **Check out this promotional video: https://www.youtube.com/watch?v=0_5qkGuyr_0**

Rag Tag Theater offers a free, welcoming stage for kids to explore themselves and each other in the comfort of their own neighborhoods. Through guided theater exploration kids develop the ability to communicate, create, compromise, and collaborate, fostering creative playmaking and giving voice to their imaginations. Creative writing and reading enhancement is built into the script writing playshops focused on community issues that affect kids and matter most.

The nature of a mobile theater lends itself to being completely accessible without needing a permanent space. *Rag Tag Theater*, in partnership with local community organizations, will travel to a different neighborhood every week throughout the summer creating potential for widespread and positive impact on a large number of youth and community members in neighborhoods currently untouched by the arts.

Mister
Softee
CONES SHAKES · SUNDAES

As Washtenaw County positions itself to be a successful part of the creative economy, providing access to creative opportunities for all youth is vital to the future success of the region. Until area schools can successfully fund robust arts programming for all kids to fully develop their creative potential, *Rag Tag Theater* strives to provide a mobile bridge for kids to discover and explore the power of their imaginations through the dynamic art of play making.

Jessie Hernandez, Founder of Southwest Detroit's Iluminado and Community Education Class Coordinator at Gleaners Community Food Bank, and Mark Tucker, Founder of FestiFools/FoolMoon and Art Director at the University of Michigan, have a passion for designing effective ways to empower healthier neighborhoods through the process of community art making. By inviting people to join their creative projects via the making of unique theatrical spectacles, they've facilitated innovative workshops that stimulate dialogue and encourage relationship building. These events are now annually sustained through ongoing collaborations with a diversity of neighborhoods, businesses, schools, and community centers.

For more information, please contact: [redacted]

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To:	"Allison Buck"
Subject:	FW: Bloomberg Challenge Proposal
Date:	Tuesday, March 27, 2018 4:27:00 PM
Attachments:	Rag Tag Theater Bloomberg Proposal.pdf

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

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Sent: Tuesday, March 27, 2018 10:22 AM
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Subject: FW: Bloomberg Challenge Proposal

3rd

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Executive Administrative Assistant
Mayor's Office
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734-794-6161 ext. 41602

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I have attached a proposal for the Bloomberg Challenge called "Rag Tag Theater".

This is a "shovel-ready" idea that has been developed on a small-scale and was presented two years ago at the Detroit Design Festival as a pop-up kids' theater in downtown Detroit. Since then we've been looking for funding to design and build a mobile version of this pop-up theater where we would transform an urban ice cream truck into a traveling stage and laboratory for kids to create their own plays based on kids' scripts that focus on local civic challenges addressed through the play-making process.

Key collaborators would primarily be the kids in neighborhoods we visit who would be guided by college students hired from EMU/UM/Washtenaw Community Colleges who delight in working with youngsters, and who have a keen interest in using theater as a tool for self-expression and problem solving/addressing.

This project would primarily focus on, and impact, neglected neighborhoods in the Washtenaw County region.

The potential to make a difference in the lives of kids in neighborhoods where they historically do not have access to unique playmaking and creative arts opportunities, and/or have restrictive transportation options, is what makes this project attractive. Also, engaging college students to facilitate the logistics and operations of the Rag Tag Theater concept, thereby employing the gifts and skills of these students on a local level, may lead to more long-term civic engagements, connections, ideas, and creative entrepreneurships as more students choose to remain in the area to pursue their careers.

My role as Art Director and Lecturer at the University of Michigan allows me to work on the Rag Tag Theater concept pedagogically and logistically while we develop existing and future partnerships that would help to bring this project to life.

Please don't hesitate to contact me if you would like any more information regarding this idea.

--
Mark

RAG TAG THEATER

A POP-UP, MAKE-IT-YOURSELF, MOBILE THEATER FOR KIDS!

Imagine: An ordinary-seeming ice cream truck drives down your street, playing a music-box tune, when suddenly it comes to a halt, its doors swing open, and a velvet curtain slowly rises to reveal a *tiny make-shift theater* complete with everything a young thespian would need to put on their own theatrical performance. **Check out this promotional video: https://www.youtube.com/watch?v=0_5qkGuyr_0**

Rag Tag Theater offers a free, welcoming stage for kids to explore themselves and each other in the comfort of their own neighborhoods. Through guided theater exploration kids develop the ability to communicate, create, compromise, and collaborate, fostering creative playmaking and giving voice to their imaginations. Creative writing and reading enhancement is built into the script writing playshops focused on community issues that affect kids and matter most.

The nature of a mobile theater lends itself to being completely accessible without needing a permanent space. *Rag Tag Theater*, in partnership with local community organizations, will travel to a different neighborhood every week throughout the summer creating potential for widespread and positive impact on a large number of youth and community members in neighborhoods currently untouched by the arts.

Mister
Softee
CONES SHAKES · SUNDAES

As Washtenaw County positions itself to be a successful part of the creative economy, providing access to creative opportunities for all youth is vital to the future success of the region. Until area schools can successfully fund robust arts programming for all kids to fully develop their creative potential, *Rag Tag Theater* strives to provide a mobile bridge for kids to discover and explore the power of their imaginations through the dynamic art of play making.

Jessie Hernandez, Founder of Southwest Detroit's Iluminado and Community Education Class Coordinator at Gleaners Community Food Bank, and Mark Tucker, Founder of FestiFools/FoolMoon and Art Director at the University of Michigan, have a passion for designing effective ways to empower healthier neighborhoods through the process of community art making. By inviting people to join their creative projects via the making of unique theatrical spectacles, they've facilitated innovative workshops that stimulate dialogue and encourage relationship building. These events are now annually sustained through ongoing collaborations with a diversity of neighborhoods, businesses, schools, and community centers.

For more information, please contact: [redacted]

From: Schopieray, Christine
To: "Allison Buck"
Subject: FW: Proposal for Bloomberg Philanthropies Public Art Challenge
Date: Tuesday, March 27, 2018 4:27:00 PM

2nd proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

-----Original Message-----
From: Patti Smith [mailto:[redacted]
Sent: Wednesday, March 21, 2018 9:01 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Proposal for Bloomberg Philanthropies Public Art Challenge

Hello! Please find my proposal below. If you have any questions, let me know!

Thanks so much!
Patti Smith :)

Title of the project: WORDS ON WALLS

Ann Arbor is a literary city. With ten independent bookstores, a history of literary figures in town (e.g. Frost, Miller), and a world class library system, there can be no doubt that Ann Arbor loves its words. While we currently have a robust selection of visual art pieces around town, most do not include text. It's time to change that.
Words on Walls would see short stories and poems by local writers painted on public and private spaces. The name does not mean that the writings would be limited to walls. These could take the form of temporary chalk stories in crosswalks (Chalk in the Cross), stories written on the stairs of parking garages (Stories on Steps) or permanent writings on the windows of area businesses (Words on Windows).
The possibility for collaboration is only limited by our imaginations. For the first iteration, local writers would submit short stories or poems that would be painted by local visual artists. Students at both the K-12 and college level could submit entries that could be judged by any of our local art centers.
The ultimate goal is to expand the idea of what public art means. Traditionally public art has been comprised of paintings, murals, and sculptures. While these are valuable and important, it is time to fill some of the empty spaces in our lovely town with words.
Writing as public art is rarely seen in the United States. Ann Arbor could be a leader in this field and inspire other cities to invest in its writers and poets. We would attract national attention not only for our commitment to public art but also for our local talent. We have the chance to be ahead of the curve on this and I would love to see us take on this project!

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Bloomberg Art Proposal
Date:	Tuesday, March 27, 2018 4:28:00 PM
Attachments:	Bloomburg Art Proposal- Ann Arbor Mural Arts Program (A2MAP).pdf

---

6th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mary Thiefels [mailto:treetownmurals@gmail.com]
Sent: Monday, March 26, 2018 3:05 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Proposal

Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

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- **Description of the project.**

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    - Neutral Zone - Lori Roddy
    - Ann Arbor Public Schools - Jeanice Swift
    - Arts Alliance - Deb Polich
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- **Explanation of the goals of this project.**

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  For decades, cities around the United States have been organizing murals arts programs as a way to connect artists and contributors with organizations, businesses, neighborhoods, schools, and centers. Our proposal will be modeled after successful mural arts programs existing in cities like Philadelphia, San Francisco, Miami, Austin, New York, Pittsburgh, Detroit and Portland, just to name a few.

  In addition, cities all over the world are embracing public mural art as the most revered contemporary art form of our time. You will find mural arts festivals being hosted in many countries across the world. These opportunities team up international and local artists with cities and businesses who support community voice and creative expression.

- **Potential difference it will make for Ann Arbor.**

  For over a century Ann Arbor has showcased strong support for the arts and in recent years has been inching towards supporting more public mural art. This proposal for an Ann Arbor Mural Arts Program will streamline and consolidate these efforts. It will allow for the development of an organized process for establishing sites, fundraising, and connecting to community partners. With the right partnerships and successful projects, Ann Arbor, too can become a leader in public mural expression.

These mural projects will increase tourism for Ann Arbor, create landmark locations, become a model program for other cities of a similar size, have a strong impact on our youth community by creating productive ways to amplify youth voice, and to support retention our creative businesses and artists.

A2MAP will also use funding to create a mobile app (A2artMAP) for educating people about and locating all the murals and public art created through its programs.

We thank you for your consideration and look forward to working with the City of Ann Arbor.

Sincerely,

Mary Thiefels, Founder - TreeTown Murals, “Michigan’s award winning mural company”

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: WonderFool Productions -- Bloomberg Public Art Challenge
Date:	Tuesday, March 27, 2018 4:28:00 PM
Attachments:	WonderFool Productions F L O A T.pdf

5th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

Dear Christine,

Please find attached the Bloomberg Public Art Challenge outline for a new public art event -- **FLOAT** -- from WonderFool Productions. We are thrilled to be considered for this tremendous opportunity.

Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

WonderFool Productions
2018 Bloomberg Public Art Challenge
March 26, 2018
Contact: Shary Brown
wonderfoolproductions@gmail.com
[redacted]

F L O A T

FLOAT: A signature inclusive event, built by and for the community, on and along the Huron River, as it runs through Ann Arbor and Ypsilanti — to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural, and economic impact in both cities through a positive, shared event.

WonderFool Productions will coordinate and host a series of community meetings to cultivate potential community partners, develop the programs and evaluate the specific community needs to be addressed in FLOAT. Art teaching and creative making workshops will be held in Ann Arbor and Ypsilanti in partner facilities and in the River's parks. Local artists will also be commissioned to make collaborative pieces and installations which explore various aspects of the Huron River. These creative activities will culminate in a community built art festival — floating, walking and riding between the two communities in a connected and shared celebration. The community built pieces, park improvements and interactive installations may remain in the parks for the season or permanently.

There is immense power in participatory community art events that invite community organizations and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. **FLOAT** will employ WonderFool Production's community engagement model to address and identify creative resolutions to concerns raised and agreed upon in the initial community meetings. Additionally, WFP's model of creative community engagement will provide educational and creative opportunities and resources to underserved populations and organizations through community partnerships that removes barriers to participation.

Civic Issue: A greater understanding of the Huron River as a valued community resource for recreation, for healthy and sustainable ecology, for economic benefit and best practices for good stewardship will be addressed through creative activities taking place in Ann Arbor and Ypsilanti, in town, in parks and on the river.

Proposed Programs - Methodology:

- Host a series of community meetings to identify potential community partners, to determine the community interests-issues for programs, and to identify potential resolutions.
- Develop educational and art programs, with partner organizations, based on community meeting outcomes.
- Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
- Commission artists-scientists-fabricators to develop interactive educational pieces to remain in parks.

- Coordinate park improvements identified in community meetings that will improve community use of parks.
- Host workshops throughout the month to 6 weeks prior to **FLOAT** in park facilities in Ann Arbor and Ypsilanti and in community partner facilities in Ann Arbor and Ypsilanti.
- Encourage workshop participants to bring their masterpieces to **FLOAT**.
- **FLOAT:** A 2-3 day community built art experience linking Ann Arbor and Ypsilanti by celebrating our mutual river in our parks. A day-evening celebratory event will be held in each park with art pieces floating down the Huron River from Ann Arbor to Ypsilanti. Collaborative art pieces will be brought by bicycle from Ypsilanti to Ann Arbor via the Border to Border trail that runs largely by the River.

Proposed Dates: Planning: Start July 2018
Call for Artists/Proposals: September 2019
FLOAT: Summer 2020
Close: Fall 2020 and then annually thereafter

Facilities-Locations: Leased Studio space, Rented Tents and Facilities in Parks, along the Border to Border Trail, and in Partner-provided space for workshops.

Coordinated by: WonderFool Productions (WFP), a 501c(3) nonprofit, community arts organization based in Ann Arbor, Michigan. WonderFool Productions develops, plans, and hosts three collaborative community built art events: **FestiFools** and **FoolMoon** in Ann Arbor and **ypsiGLOW** in Ypsilanti.

Project Planners: Although **FLOAT** will be a new event, WonderFool Productions is not a new organization. **FestiFools**, one of Ann Arbor's cultural icons, just celebrated its eleventh year, **FoolMoon** marked its seventh and **ypsiGLOW**, just concluded two successful downtown events. For each event WFP has successfully partnered with community organizations and local businesses to build on existing programs, activate various spaces, and draw thousands of community members who participate.

Over time, WFP has fine-tuned a flexible framework that utilizes workshops, community partnerships, and local artist and business support to host successful community-built art events. WFP has also increased its organizational capacity, developing a sustainable model for event production and growth. Along with a small volunteer Board of Directors, the core production team is WFP Producer, Adriana Zardus (U of M alumna graduating with honors from the Ross School of Business), and key community volunteers Shary Brown (with 30+ years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original) and Jeri Rosenberg (creator, educator, and arts philanthropist). **FLOAT** will require funding two additional dedicated positions within WFP.

The planning team and WonderFool Productions will coordinate with community partners to host community meetings, manage Call for Proposals and resource development and management.

Potential Partners (Community Artists, Scientists, Leaders, Non Profits, Institutions and Businesses): Including, but not limited to: Cities of Ann Arbor and Ypsilanti, Ann Arbor Public Schools Rec and Ed, City of Ann Arbor Parks and Recreation, Huron River Watershed Council, SEMCOG, City of Ypsilanti Parks, Riverside Arts Center, Ann Arbor Art Center, Ann Arbor and Ypsilanti District Libraries, Ann Arbor Public Schools, Ypsilanti Community Schools, Destination Ann Arbor, Ann Arbor DDA, Ypsilanti DDA, Downtown

Association of Ypsilanti, Hands On Museum/Leslie Science Center, Independent Artists, Teachers, Arbor Lase, area Businesses and Business Associations. And Many MORE!

Goals:

- Link the Ann Arbor and Ypsilanti communities through the Huron River, a valued and shared community resource;
- Create positive interactions between individuals, organizations, institutions and local government in the collective celebration of our parks and river;
- Create accessible educational modules about the river;
- Create opportunities for community built art and creative expression; and
- Leave the parks with improvements identified by the community partners.

Assessment:

- Surveys taken by each partner
- Participant counts, including forms of participation
- Social media interactions, images, and connections made
- Social media data
- Economic impact data from local businesses, organizations and institutions

Total Project Costs: $850,000

Total Raised to Date: $0

Revenues:

Bloomberg 2018 Public Art Challenge $850,000

WFP (year 2)

150,000	Additional Community Grants
50,000	In Kind
25,000	Business Sponsorships
25,000	Individual Donors

Expenses:

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250,000	retained for endowment, leveraged for multi-year matching grants and donations
100,000	inaugural event one-time costs (planning, seed grants to partners, facilities costs, park investments, educational interactive installations in parks, staffing)
200,000	WFP: additional staff, facility rentals and studio space
300,000	Annual event budget:

Community Engagement
Programs - Installations
Rentals-temporary Infrastructure
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Commissions
Staff
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From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Bloomberg Art Proposal
Date:	Tuesday, March 27, 2018 4:28:00 PM
Attachments:	Bloomburg Art Proposal- Ann Arbor Mural Arts Program (A2MAP).pdf

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Thank you!
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From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Ann Arbor Bloomberg Grant Application for Dear Womanhouse
Date:	Tuesday, March 27, 2018 4:28:00 PM
Attachments:	Ann Arbor Bloomberg Grant Application for Dear Womanhouse - Google Docs.pdf

---

4th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Laura Earle [mailto:[redacted]
Sent: Monday, March 26, 2018 12:28 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor Bloomberg Grant Application for Dear Womanhouse

Good Afternoon Christine,

I am writing on behalf of a collective of Ann Arbor area women in the arts to submit our request for consideration for the Bloomberg Philanthropies temporary public art installation grant. Attached, please find our proposal.

Please reach out if you would like further clarification or additional information.

Thank you for this wonderful opportunity.

Best,

Laura Earle

Bloomberg Grant Request
March 25, 2018

Dear Womanhouse, What Now?

The Art of Being Female Today

Dear Womanhouse is an intergenerational multi-disciplinary collaboration of Ann Arbor area women in the arts to initiate meaningful dialogue about being female in America today. Inspired by the pivotal work WOMANHOUSE led by Judy Chicago and Miriam Schapiro in 1972, we intend to transform a house into a public art installation as a catalyst for conversation. Further, we will incorporate educational initiatives to expand awareness and strengthen community ties. By creating opportunities for artistic expression and exchange, both inside the classroom and out among neighboring communities, we seek to leverage art and education as cultural crucibles for transformative interactions about conventions of gender.

We have been offered the use of a 3,400 square foot house in Manchester, Michigan for the project. The historic setting is close enough to be accessible from Ann Arbor, but just far enough away to have a clarifying retreat effect, breaking familiar routines and status quo to offer new perspectives. The site will be home to collaborators, their work, performances and the exhibition of the public art installation. Beyond securing a place for developing the project, the location expands the conversation among neighboring communities, providing mutual benefit and conceptual cross-pollination as it engages artists and audiences in conversations that might not take place otherwise. When *Dear Womanhouse* is complete, our hope is that the house will be equipped to run future artists' residencies with different themes for consideration and give Ann Arbor area artists, the residents of Manchester and beyond a place to join and contribute to a widening set of connected artistic enterprises.

To involve younger generations, we will develop and publish art curricula for primary and secondary education and implement it via student teaching practicum and visiting guest artists in Ann Arbor area schools and beyond. The curricula will feature small scale versions of the house for students to transform into their own classroom art installation of *Dear Womanhouse*. The finished results will be exhibited and exchanged among participating schools before being showcased in our full-scale installation. A lecture series involving Ann Arbor area galleries and libraries will broaden the interaction to adult audiences. We are in conversation with regional cultural centers, too, including the Detroit Institute of Art and The Henry Ford Museum, to create pop-up exhibitions of the project to reach even more people. Our activities will be supported by an online presence via website and social media outlets.

We consider the 1972 WOMANHOUSE to be a landmark educational experiment in community building centered in the arts. We want to increase the scope of the project to be more inclusive and expansive as we measure the vital signs of the contemporary female experience through artistic inquiry. Our group of Ann Arbor area artists, gallerists, historians, and educators – college students and seasoned professionals alike – energize and enrich each other as we work together in the understanding that each of us has something valuable to learn and something valuable to teach.

Participants to date:

Pi Benio, Sculptor, Gallery Curation, and Art Education
Christine Bolton, Art History and Anthropology
Laura Earle, Furniture Design and Graphic Design
Elizabeth Barick Fall, Mixed Media Art, Photography, and Gallery Curation
Tonya Grochowicz, Drawing and Mixed Media Art
Kelly Johnston, Museum Art Preparation, Mixed Media Art, and Installation Art
Rita Lee, Sculpture
Dr. Cam McComb, Art Education

Hannah McCready, Art History and Mixed Media Art
Valerie Mann, Mixed Media Art and Gallery Curation
Jordan Oliva, Sculpture and Furniture Design
Jovel Perez, Drawing
Gemma Perrotta, Art History
Ellen Plummer, Gallery Curation
Mx. Veronica Raft, Gender Studies and Biochemistry
Dr. Ellen C. Schwartz, Art History
Janelle Smith, Painting
Leslie Sobel, Painting, Drawing, and Mixed Media Art
Haley Talaga, Photography and Art History
Arienne Zimmerman, Drawing
Je'Tone Alexander, Fiber Art
CaraMia Bertoni, Graphic Design and Watercolor Painting
Cristin Bobee, Photography
Colette Byrd, Art History
Pamela Cohen, Mixed Media Art
Sierra Ellis, Art History
Gennevra Fleszar, Painting
Cheyenne Fletcher, Art Education
Sasha Guo, Furniture Design and Ceramics
Beth Johnson, Origami Art
Monena Lamb, Art History
Nicole Lockhart, Art History
Meredith Long, Art History and Gallery Curation
Madeline Reinbolt, Art History
Margaret A Miller, Printmaking and Ceramics
Dulce Morales, Furniture Design
Trisha Schultz, Art History
Kristal Serna, Furniture Design
Dina Sheldon, Yoga Studio Entrepreneurship
Marie Singer, Painting
Bri Wickoff, Metalsmithing
Avery Williamson, Drawing, Painting, and Fiber Arts
Ann Marie Williams, Photography, Video, and Mixed Media Art
Joy Williams, Art History

Initiating Partnerships:

The Arts Alliance, Ann Arbor, Michigan
The Village of Manchester
trustArt studios, Ann Arbor, Michigan
WSG Gallery, Ann Arbor, Michigan
A2 Yoga, Ann Arbor, Michigan
22 North Gallery, Ypsilanti, Michigan
Adrian Center for the Arts, Adrian, Michigan

Friends of *Dear Womanhouse:*

Rich Earle
David Earle
Carolynn and Brandon Howk
Sandra Murchison
Toni and Charles Perrin
Leslie Raymond
Amy Sacksteder

From:	Schopieray, Christine
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Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Laura Earle [mailto:[redacted]
Sent: Monday, March 26, 2018 12:28 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor Bloomberg Grant Application for Dear Womanhouse

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From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Submission for Bloomberg Philanthropies Public Art Challenge
Date:	Tuesday, March 27, 2018 4:29:00 PM

7th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Jeffrey Hayner [mailto:Jeff@saturate.org]
Sent: Monday, March 26, 2018 4:44 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Submission for Bloomberg Philanthropies Public Art Challenge

To whom it may concern, please accept this brief submission for the Bloomberg Philanthropies Public Art Challenge.

1. Description of the project.

   I propose to paint, on the surfaces of our city's streets + sidewalks, with a 4" wide roller using proper fast-drying street marking paint in a color to be determined, the perimeter outline of the Gelman Plume, as it exists at the end of the calendar year 2017. Accompanying each street crossing will be the stenciled hashtag #GelmanPlume. This hashtag will have links to a website with detailed information on the history of the Plume, the current actions being taken, and other information as to how residents can get involved. This plume is currently mapped in exquisite detail online thanks to the work of Roger Rayle at Scio Residents for Safe Water. (https://sites.google.com/site/srsworg/Home/images/pgsi-site-in-google-earth)

2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups.

   (Proposed)
   Scio Residents for Safe Water, CARD, The City of Ann Arbor, Washtenaw County Water Resources Commissioner, Washtenaw County Public Health Department, Washtenaw County Road Commission, MDEQ, Huron River Watershed Council, Saturate Studios LLC (performing the work)

3. Explanation of the goals of this project.

   This project will render the invisible, visible; by outlining on our surface streets and sidewalks in the public right of way the perimeter of the plume. Every time one crosses this line on the sidewalk, or drives over it in the street, they will be reminded of the danger that remains untreated, and also of the water cycle in general, and on our

dependency on things most never see or think about. I cannot think of a better way to reveal the danger than to figuratively bring it to the surface, via this public art. A simple line, with accompanying hashtag, will be a constant reminder of what lies beneath.

The Gelman Plume, a 1,4 dioxane plume, has for over 40 years been spreading below the city, posing a risk to the residents of Washtenaw County who get water from wells, and to the main source of the city of Ann Arbor's drinking water, Barton Pond. It has come to my attention through participation in CARD that there now concerns over it appearing in groundwater, as a vapor in basements, and possibly spreading faster than previously realized in the direction of the city's main water intake. One city intake well has already been shut down due to contamination. And yet, this very real threat remains invisible to residents of the area. The goal is to increase awareness of the toxic plume, to educate residents about the size and location of the toxic plume and to direct them to an information repository where they can easily get involved in public actions to encourage cleanup.

4. Potential difference it will make for Ann Arbor.

The more residents are aware of this hidden danger, the most energized they will be to demand solutions. I hope that this project will inspire conversations in the classrooms, boardrooms, homes and government offices. It will be a powerful reminder of our reliance on the groundwater cycle, and the accompanying website will empower residents to make real changes and demand real solutions to water issues, both at home and elsewhere in the state.

Thank you for your consideration of this project,

Sincerely,

Jeffrey Hayner

Saturate Studios LLC
[redacted]
jeff@saturate.org

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Submission for Bloomberg Philanthropies Public Art Challenge
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7th

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Executive Administrative Assistant
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Sincerely,

Jeffrey Hayner

Saturate Studios LLC
[redacted]
jeff@saturate.org

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Ann Arbor public art challenge
Date:	Tuesday, March 27, 2018 4:29:00 PM

8th

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Tuesday, March 27, 2018 9:14 AM
To: 'Christopher Taylor' <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: Ann Arbor public art challenge

One last proposal for the Bloomberg Art Challenge.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Xue Ding [mailto:[redacted]
Sent: Monday, March 26, 2018 10:24 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Ann Arbor public art challenge

Hi Christine,

We are writing to submit a proposal for the Ann Arbor public art challenge, which we encountered in an MLive article.

The project we are thinking of is to turn all of the AAATA bus stop shelters into art pieces. Each bus stop shelter can be remodeled to fit a theme, and if the budget is limited, it could be simple paintings on the existing shelters. For an example theme, each bus stop shelter art could represent a different country or culture, so that a bus ride around the city would be like touring around the world. A shelter representing China could be designed as an ancient temple, or one representing Japan could be designed as a Shinto shrine, and so on. The goal of

the project is to express the diversity of the city, which is deeply woven into the fabric of the AA community with much help from the University of Michigan. This art project is not only going to the boost the city's aesthetics, but also shows the acceptance and kindness aspects of the community that are so familiar to foreign-born residents.

To initiate the project, maybe the city can announce an art contest in order to sample art works and designs for different cultures and pick the ones that are suitable for the purposes of the project. The next step would be to hire professional artists to execute the designs around the city. Of course, there are many considerations to be taken in terms of details, such as ensuring that the bus shelter still allows for visibility for riders on the inside, and that the designs are not offensive toward the depicted culture or other cultures.

Thanks for you time in reading our brief concept proposal.

Xue and Zach Dietrich

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Bloomberg Art Proposal
Date:	Tuesday, March 27, 2018 4:29:00 PM
Attachments:	Bloomburg Art Proposal- Ann Arbor Mural Arts Program (A2MAP).pdf

---

9th proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mary Thiefels [mailto:treetownmurals@gmail.com]
Sent: Monday, March 26, 2018 3:05 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Proposal

Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

Neutral Zone Teen Center
http://neutral-zone.org

- **Description of the project.**

Ann Arbor Mural Arts Program (A2MAP)

Ann Arbor Mural Arts Program (A2MAP) will become the first mural arts program in the state of Michigan. The program will, for the first time, develop an organized process for the creation public murals county wide. The program will identify locations and sites, fundraise, and connect community partners with artists. A2MAP will take applications from community groups looking to have a project completed. A2MAP will conduct research, host workshops, select an artist, design and include the community entity or neighborhood in the participation of the mural project from start to finish.

Receipt of this grant will fund the startup and continued two years operating expenses for a new Ann Arbor Mural Arts Program, based in Ann Arbor, to operate in greater Washtenaw County including but not limited to the cities of Ann Arbor, Ypsilanti, Saline, Dexter, Manchester, Chelsea, and Whitmore Lake. The proposals and projects of A2MAP will be youth and community driven, to amplify the voices in our area.

- **Key collaborators, artists, arts organizations, city agencies, & private sector groups.**
    - TreeTown Murals - Mary Thiefels
    - Neutral Zone - Lori Roddy
    - Ann Arbor Public Schools - Jeanice Swift
    - Arts Alliance - Deb Polich
    - DDA - Susan Pollay
    - Ann Arbor Railroad - John Vance, Chief Engineer
    - UM School of Education - Mike Napolitan
    - Anderson Paint Company
    - Saturate Studios LLC - Jeff Hayner
    - CivCity Initiative of Ann Arbor - Mary Morgan
    - Private Sector:
        - McKinley Properties - Albert Berriz
        - Allen & Associates - Peter and Doug Allen
        - Greig Management - offering walls and private support
    - Committed private donors - TBA upon advancement of our proposal

- **Explanation of the goals of this project.**

  Ann Arbor's Mural Art Program (A2MAP) will highlight and amplify the voices of our community. The murals created will transform and uplift spaces in addition to fostering change in the lives of community members and visitors to the region. They will create unique opportunities for education, collaboration, restorative justice, dialogue and a transfer of ideas. These new murals will increase property value, uplift blighted areas, and create landmark sites that help to promote a healthy economy, vibrant downtown, exciting workspaces, and dynamic learning environments.

  For decades, cities around the United States have been organizing murals arts programs as a way to connect artists and contributors with organizations, businesses, neighborhoods, schools, and centers. Our proposal will be modeled after successful mural arts programs existing in cities like Philadelphia, San Francisco, Miami, Austin, New York, Pittsburgh, Detroit and Portland, just to name a few.

  In addition, cities all over the world are embracing public mural art as the most revered contemporary art form of our time. You will find mural arts festivals being hosted in many countries across the world. These opportunities team up international and local artists with cities and businesses who support community voice and creative expression.

- **Potential difference it will make for Ann Arbor.**

  For over a century Ann Arbor has showcased strong support for the arts and in recent years has been inching towards supporting more public mural art. This proposal for an Ann Arbor Mural Arts Program will streamline and consolidate these efforts. It will allow for the development of an organized process for establishing sites, fundraising, and connecting to community partners. With the right partnerships and successful projects, Ann Arbor, too can become a leader in public mural expression.

These mural projects will increase tourism for Ann Arbor, create landmark locations, become a model program for other cities of a similar size, have a strong impact on our youth community by creating productive ways to amplify youth voice, and to support retention our creative businesses and artists.

A2MAP will also use funding to create a mobile app (A2artMAP) for educating people about and locating all the murals and public art created through its programs.

We thank you for your consideration and look forward to working with the City of Ann Arbor.

Sincerely,

Mary Thiefels, Founder - TreeTown Murals, “Michigan’s award winning mural company”

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Bloomberg Art Challenge - MOBILE A2 ART
Date:	Tuesday, March 27, 2018 4:30:00 PM
Attachments:	MOBILE A2 ART.pdf

10th proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Bob Miller [mailto:[redacted]
Sent: Thursday, March 08, 2018 7:43 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Challenge - MOBILE A2 ART

Please see attached pdf with my proposal for the Bloomberg Art Challenge.

bob miller
[redacted]

Bloomberg Public Art Challenge
Ann Arbor, MI

Bob Miller [redacted] Ann Arbor MI 48103
e-mail – [redacted] Tel. [redacted]

MOBILE A2 ART

• The premise is for city vehicles to be wrapped with vinyl like the “Power Art” project, which wrapped city street light power boxes with artwork.

• MOBILE A2 ART would focus on vinyl wrapping garbage trucks, recycle trucks, park maintenance vehicles, snow plows, building department vehicles, and any other appropriate city vehicles.

• The artwork could be chosen from a pool of existing and constantly updated artists who would submit artwork that would fit the criteria of the request. For example an educational recycle theme, a winter theme, a compost theme, a gardening theme or a educational garbage theme.

• Artists would be compensated with a predetermined amount for the chosen artwork.

• This project would bring public art, and awareness of the artists message to all corners of the City of Ann Arbor that city vehicles travel. Making MOBILE A2 ART a truly omnipresent project within the city of Ann Arbor.

From: Allison Buck
To: Schopieray, Christine
Subject: Re: Bloomberg Challenge
Date: Tuesday, March 27, 2018 4:35:38 PM

---

no worries, common mistake. Can you please send over the review criteria too? Thanks!

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Tue, Mar 27, 2018 at 4:26 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Hello Allison,
>
> I will be resending all 10 proposals as I just realized that I have omitted the "L " between your first and last name.
>
> My apologies,
>
> Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Allison Buck [mailto:allisonlbuck13@gmail.com]
> **Sent:** Tuesday, March 27, 2018 4:03 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Re: Bloomberg Challenge
>
> Hey Christine!
>
> I just wanted to follow up as the work day is coming to its final hours to remind you to please send me copies of the proposals so that I can review them tonight.

Thanks in advance! Where will we be meeting tomorrow at 2PM?

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Tue, Mar 27, 2018 at 10:20 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Hello Alison,
>
> Yes, we will be discussing the proposals based on the criteria we come up with today. I will send it as soon as we have solidified it. In the meantime please look for the proposals I will be forwarding.
>
> Sincerely,
>
> Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Allison Buck [mailto:allisonlbuck13@gmail.com]
> **Sent:** Tuesday, March 27, 2018 10:18 AM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Cc:** Kotarski, John <kotarski@pobox.com>
> **Subject:** Re: Bloomberg Challenge
>
> Christine,

I have not yet received the proposals or the meeting information for tomorrow. Please send those so that I may review them this evening. In the meeting tomorrow will we be discussing the proposals based on the criteria you guys come up with today? If so, can you please send out this criteria as soon as its completed so that I may keep those items in mind when reviewing the proposals this evening?

Thanks for looping me in! See you tomorrow!

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Tue, Mar 27, 2018 at 10:12 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good morning Allison,
>
> I have been made aware that you will be part of the judging panel. Please let me know if you have received all 8 of the proposals for the Bloomberg Art Challenge. If not I will forward them shortly. I apologize for the short meeting notice. Venita Harrison and myself will be meeting today at 11am to set up a judging criteria for proposals and then meet with you and the other judges on Wednesday at 2pm. (I just sent the meeting notice to you) Please feel free to call me with any questions.
>
> Sincerely,
>
> Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Monday, March 26, 2018 12:23 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Cc: David Esau <desau@cdiarchitects.com>; Kotarski, John <kotarski@pobox.com>
Subject: Re: Bloomberg Challenge

Hi All!

Thanks for the introduction John. I know that the proposal outlines for the Bloomberg Challenge are due today so I wanted to touch base on next steps.

As John said, I work full time at The Guild of Artists and Artisans and our first art fair of the season is fast approaching next week (April 5th and 6th) so my time is limited. My hope would be that we could meet for about an hour or two tomorrow and an hour or two Wed/Thursday to complete the review process.

Is there a plan in place already for the review of the submitted proposal outlines? If not, my suggested next steps would be to meet with the outline review committee as soon as possible (tomorrow) to discuss a review rubric and distribute copies of the submitted proposals for us to read over night (or a couple of nights depending on how many there are) and then come back together to review them based on the agreed upon rubric.

I'm excited to participate in the review process and help facilitate the submission of an excellent proposal! Looking forward to seeing the submitted proposals and meeting you all.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Sun, Mar 25, 2018 at 10:31 PM, John Kotarski <kotarski@pobox.com> wrote:

Hi all,

Just want to connect you with Allison Buck, vice chair of the art commission, who has agreed to participate on the review committee.

Allison's day job is marketing director for the Guild of Artists and Artisans. Please bring her up to speed on how she can help so that she might schedule her time among her other commitments.

I leave it to all of you to connect as necessary.

Best,

John

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	rating chart for Bloomberg Challenge
Date:	Tuesday, March 27, 2018 4:58:00 PM
Attachments:	Rating chart for Bloomberg Challenge 2018.pdf

Hello Allison,
Please see the attached.
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

BLOOMBERG PUBLIC ART CHALLENGE

Name(s): _____

Reviewer: _____

Selection Criteria - 20 pts	Weight	Scoring Range	Score	General Notes/Comments
VISION - is this NEW? Is it a big, bold idea that uncovers a new or unexpected, yet sharable idea. Is it creative, and does it tackle the most pressing issues facing the city today	20%	0 - 30		
IMPACT - Idea has the potential to significantly improve citizens' lives	30%	0 - 25		
IMPLEMENTATION - Demonstrates commitment and a viable path to bringing this idea to life. Includes garnering support from citizens and key stakeholders	20%	0 - 25		
TRANSFERABILITY - Idea should not be beneficial to the city generating the idea, but also has the potential to spread - and succeed in- other cities	30%	0 - 20		
	Weighted Sub Total	*0*	*x*	*0*

Professional Experience/Resume - 20 pts				
Experience as an artist or company's experience	25%	0 - 25		
Experience related to scope of challenge	25%	0 - 25		
Partnership and engagement throughout the community	25%	0 - 20		
	Weighted Sub Total	*0*	*x*	*0*

Characteristics of Project - 30pts				
Seeks ideas, solutions and resources from both inside and outside of city hall	20%	0 - 20		
Partnership and engagement throughout the community - identifies and leverages skillsets and funding throughout the community to sustain innovative solutions over time. Temporary art project that addresses a civic issue and urban challenges	20%	0 - 40		
Smart use of technology - technology is not a solution but is often how to arrive at a solution. Includes creative solutions to significant urban issues	20%	0 - 40		
Measureable - articulates intended impact, is measurable and then holds people accountable. Strengthen community bond and drive economic growth	20%	0-40		
Understand that making incremental impact to learn fast and early builds both goodwill and strong partnerships	20%	0-10		
	Weighted Sub Total	*0*	*x*	*0*

Sub-Total Score: 0

(100 possible points)

Budget/Work Plan - 30 points				
Includes estimated costs for artist, materials, fabrication, staff support, maintenance, shipping, installation, contingencies' and other anticipated expense to complete the project	30%	0 - 30		

List tasks required and support individuals needed, and the amount of time allocated to the project by all	30%	0 - 30			
Work plan, timeline, schedule depicts sequence and duration of tasks and support needed.	40%	0 - 40			
	Weighted Sub Total		***0***	***x***	***0***

Total Score: 0

(100 possible points)

From:	Schopieray, Christine
To:	Harrison, Venita
Subject:	RE: Scoring Sheet - Bloomberg Mayoral Challenge.xlsx
Date:	Tuesday, March 27, 2018 5:01:00 PM

Hello Venita,
This looks wonderful. I showed it to Howard and he is also very happy with it.
Thanks so much!
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Tuesday, March 27, 2018 3:41 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Scoring Sheet - Bloomberg Mayoral Challenge.xlsx

Hi Christine,
Please let me know if you have any changes. I will plan bring copies for everyone to our meeting tomorrow.

I think it's best that the final submittal to Bloomberg come from Mayor Taylor.

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor); "Rhonda Brown"
Subject:	Mayoral calendar for Wednesday, March 28th
Date:	Tuesday, March 27, 2018 5:06:00 PM

Good afternoon Christopher & Rhonda,
Please see below for the Mayor's Wednesday calendar:

8:30-9:30am @ City Hall, Administrator's Office
Meet w/ Fire Chief & Administrator

2-3:00pm @ City Hall, 1st Floor South Conference room
Select Proposal for Bloomberg Art Challenge

That is all for Wednesday. Please note I will be leaving at 3pm for an appointment tomorrow.
Have a lovely evening and stay dry out there!
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Allison Buck
To:	Schopieray, Christine
Subject:	Missing Proposal #1
Date:	Tuesday, March 27, 2018 9:04:51 PM

Hi Christine,

I seem to be missing proposal #1. Can you please resend that to me as soon as you can so that I can review it before we meet tomorrow? Thanks!

Allison Buck

"Art enables us to find ourselves and lose ourselves at the same time." ***-Thomas Merton***

From: Allison Buck
To: Schopieray, Christine
Subject: Re: FW: Bloomberg Art Proposal
Date: Tuesday, March 27, 2018 9:04:52 PM

Christine...Is this the 6th or 9th proposal? Can you send whichever this one is not?

Allison Buck

"Art enables us to find ourselves and lose ourselves at the same time." -***Thomas Merton***

On Tue, Mar 27, 2018 at 4:29 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> 9th proposal
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Mary Thiefels [mailto:treetownmurals@gmail.com]
> **Sent:** Monday, March 26, 2018 3:05 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Bloomberg Art Proposal
>
> Christine,
>
> Please note the attached proposal.
>
> Thank you!
>
> Mary

O o O o O o O

Mary Thiefels

[redacted]

Its Holiday Window Painting Season!

Check out the Novemberistas here.

TreeTown Murals

"Michigan's award winning mural company!"

http://treetownmurals.com

Neutral Zone Teen Center

http://neutral-zone.org

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	RE: FW: Bloomberg Art Proposal
Date:	Wednesday, March 28, 2018 9:18:00 AM

Allison,
Please give me the names of the people you have received proposals from so I can tell which you are missing.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Tuesday, March 27, 2018 8:53 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Re: FW: Bloomberg Art Proposal

Christine...Is this the 6th or 9th proposal? Can you send whichever this one is not?

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Tue, Mar 27, 2018 at 4:29 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> 9th proposal
>
> Christine Schopieray
> Executive Administrative Assistant
> Mayor's Office
> City of Ann Arbor
> 734-794-6161 ext. 41602
>
> **From:** Mary Thiefels [mailto:treetownmurals@gmail.com]
> **Sent:** Monday, March 26, 2018 3:05 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Bloomberg Art Proposal
>
> Christine,

Please note the attached proposal.

Thank you!
Mary

O o O o O o O
Mary Thiefels
[redacted]

Its Holiday Window Painting Season!
Check out the Novemberistas here.

TreeTown Murals
"Michigan's award winning mural company!"
http://treetownmurals.com

Neutral Zone Teen Center
http://neutral-zone.org

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: Bloomberg Art Challenge - MOBILE A2 ART
Date:	Wednesday, March 28, 2018 9:19:00 AM
Attachments:	MOBILE A2 ART.pdf

1st proposal

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Bob Miller [mailto:[redacted]
Sent: Thursday, March 08, 2018 7:43 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Art Challenge - MOBILE A2 ART

Please see attached pdf with my proposal for the Bloomberg Art Challenge.

bob miller
[redacted]

Bloomberg Public Art Challenge
Ann Arbor, MI

Bob Miller [redacted] Ann Arbor MI 48103
e-mail – [redacted] Tel. [redacted]

MOBILE A2 ART

• The premise is for city vehicles to be wrapped with vinyl like the “Power Art” project, which wrapped city street light power boxes with artwork.

• MOBILE A2 ART would focus on vinyl wrapping garbage trucks, recycle trucks, park maintenance vehicles, snow plows, building department vehicles, and any other appropriate city vehicles.

• The artwork could be chosen from a pool of existing and constantly updated artists who would submit artwork that would fit the criteria of the request. For example an educational recycle theme, a winter theme, a compost theme, a gardening theme or a educational garbage theme.

• Artists would be compensated with a predetermined amount for the chosen artwork.

• This project would bring public art, and awareness of the artists message to all corners of the City of Ann Arbor that city vehicles travel. Making MOBILE A2 ART a truly omnipresent project within the city of Ann Arbor.

From: Allison Buck
To: Schopieray, Christine
Subject: Re: FW: Bloomberg Art Proposal
Date: Wednesday, March 28, 2018 9:50:06 AM

#1-Not Received
#2-Patti Smith
#3-Mark Tucker
#4-Laura Earle
#5-Sherry Brown
#6-Mary Thiefels
#7- Jeff Hayner
#8- Xue and Zach Dietrich
#9-Not Received
#10-Bob Miller

Allison Buck

"Art enables us to find ourselves and lose ourselves at the same time." ***-Thomas Merton***

On Wed, Mar 28, 2018 at 9:18 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Allison,
>
> Please give me the names of the people you have received proposals from so I can tell which you are missing.
>
> Thanks,
>
> Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Allison Buck [mailto:allisonlbuck13@gmail.com]
> **Sent:** Tuesday, March 27, 2018 8:53 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Re: FW: Bloomberg Art Proposal

Christine...Is this the 6th or 9th proposal? Can you send whichever this one is not?

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

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> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
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O o O o O o O

Mary Thiefels

[redacted]

Its Holiday Window Painting Season!

Check out the Novemberistas here.

TreeTown Murals

"Michigan's award winning mural company!"

http://treetownmurals.com

Neutral Zone Teen Center

http://neutral-zone.org

From: Allison Buck
To: Schopieray, Christine
Subject: Re: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Wednesday, March 28, 2018 9:56:23 AM

Christine,

I already have this one. You sent it to me as proposal #10.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Wed, Mar 28, 2018 at 9:19 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> 1st proposal
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> ---
>
> **From:** Bob Miller [mailto:[redacted]
> **Sent:** Thursday, March 08, 2018 7:43 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Bloomberg Art Challenge - MOBILE A2 ART
>
> Please see attached pdf with my proposal for the Bloomberg Art Challenge.
>
> bob miller
>
> [redacted]
>
> [redacted]

From:	Schopieray, Christine
To:	"Allison Buck"
Subject:	FW: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Date:	Wednesday, March 28, 2018 10:03:00 AM
Attachments:	NMF Bloomberg Art Challenge Letter-1.pdf Phase One Application Bloomberg Art Challenge Ann Arbor Art Rotating Art Gallery Project.pdf Prototype Samples & Screenshots vFinal.pdf A3 Project Planning Document vFinal.pdf A3 User Requirement Doc vFinal.pdf Ann Arbor Art Rotating Art Gallery Two Year Budget.xls Downtown Ann Arbor Map.pdf
Importance:	High

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Stephen Lange Ranzini [mailto:ranzini@university-bank.com]
Sent: Monday, March 26, 2018 12:21 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Kotarski, John <kotarski@pobox.com>; Allison Buck <allisonlbuck13@gmail.com>
Subject: [Bloomberg Art Challenge] Ann Arbor Rotating Art Gallery Project Grant Application
Importance: High

Hi Christine!
Please find attached the Ann Arbor Rotating Art Gallery Project's Grant Application for the Bloomberg Art Challenge.
Please confirm receipt.
Thanks!

Stephen Lange Ranzini
President & CEO, Northern Michigan Foundation
President & CEO, University Bank* & University Bancorp**
Ann Arbor, MI USA
☎(+1)(734) 741-5858 xt 9226 [desk]
(+1)(734) 741-5859 [fax]
✉ranzini@university-bank.com [email]

* Founded in 1890, University Bank® is the 15th oldest bank headquartered in Michigan. We are proud to have been selected as the "Community Bankers of the Year" by both American Banker magazine and the American Bankers Association and as the second fastest growing business of any type in the Greater Detroit Region by Crain's Detroit Business. As of 12/31/2017, University Bank was managing over $20.8 billion in financial assets for over 120,000 customers and our 401 employees make us the 5th largest bank based in Michigan.

** University Bank is a Member FDIC and an Equal Housing Lender. University Bank is a

wholly-owned subsidiary of University Bancorp, which is listed on the OTCQB stock market under symbol UNIB. We are proud to be noted by American Banker newspaper as the top performing publicly traded bank in the entire United States in 2016 & 2015, based on our return on average equity of 25.25% and 25.21%, respectively. We were also the second highest performing publicly traded community bank in the U.S. based on our 18.75% annual average Return on Equity over the period 2012 to 2014, according to American Banker newspaper. University Bank's five year average Return on Equity is 18.8% and our Return on Equity over the trailing twelve months to 9/30/2017 was 25.3%. For the past 5 years University Bank's annual revenue grew an average of 33.0% and our revenue growth in the first nine months of 2017 was 29.1%.

The American Bankers Association, through its Corporation for American Banking subsidiary, has endorsed University Bank's subsidiary, Midwest Loan Services Inc., to provide residential mortgage subservicing services to member banks and their borrowers nationwide. Midwest is known for friendly, responsive service and industry-leading technology that help lenders retain customers, reduce costs and ensure regulatory and operational compliance. Midwest's mortgage customers have 14x fewer complaints than the industry average according to the Consumer Financial Protection Bureau's complaint database.

NoNPPI

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NORTHERN MICHIGAN FOUNDATION
2015 Washtenaw Avenue, Ann Arbor, MI 48104 (734) 741-5858 xt 9226

March 26, 2018

Ms. Christine Schopieray
Executive Assistant to Mayor Christopher Taylor
City of Ann Arbor
Larcom City Hall, Third Floor
301 E. Huron Street
Ann Arbor, MI 48104

Dear Christine:

Please find attached the application of the Ann Arbor Art Rotating Art Gallery for the Bloomberg Philanthropies Public Art Challenge. The Ann Arbor Art or A^3 Project is an innovative and exciting Project that would take the Art Fair from being a once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall for a long weekend, to a year-round event integrated into the daily life of the entire city.

The A^3 Project would showcase the work of the best local artists and by providing them with a platform to engage and sell their art to the public, would infuse more money directly into the hands of local artists so that talented artists can earn a living wage year-round, making our community able to be more inclusive.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

The A^3 Project is already in process of implementation. Winning the Bloomberg Philanthropies Public Art Challenge would dramatically accelerate the implementation of the entire project and all of its proposed functionality.

A^3 Project owns the domain name www.AnnArborArt.org and will market the A^3 Project under the tagline "A^3, Taking Art to a Higher Power!"

If successful, Northern Michigan Foundation would establish a new fund account to serve as the fiduciary for this project.

Sincerely,

Stephen Lange Ranzini
President & Chairman

Northern Michigan Foundation, a 501c3, Non-profit organization, administers:

- the Northern Michigan & Lake County, Michigan Rural Relending Economic Development Funds, programs supported by the U.S. Department of Agriculture;
- the Kids B'Cause™ Fund, which supports non-profits in Washtenaw County that support disadvantaged children, and
- the Joseph Louis Ranzini Charitable Trust Fund, which supports random acts of charitable kindness.

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
City of Ann Arbor, Michigan

Mailing Address

City Hall Street Address
Larcom City Hall, Third Floor
301 E. Huron Street

City
Ann Arbor

State
MI

Zip Code
48104

Population
119,000

Website
www.a2gov.org

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title
Mayor

Prefix
Mr.

First Name
Christopher

Middle Initial

Last Name
Taylor

Email
ctaylor@a2gov.org

Phone
734.794.6165

Month and year current term ends (mm/yy)
11/18

Eligible for another term
Please enter "Yes" or "No"
Yes

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title
Assistant to the Mayor

Prefix
Ms.

First Name
Christine

Middle Initial

Last Name
Schopieray

Email
cschopieray@a2gov.org

Phone
734.794.6161, ext. 41602

Application Details

4. Project Information

Proposed Project Title

Ann Arbor Art Rotating Art Gallery

Proposed Project Description

(300 words maximum)

We propose the creation in Ann Arbor of a rotating public art gallery displaying the work of local artists. The artists would be selected via juried competitions open to all local artists with the nine winners each getting a four month show, so three artists would display their works simultaneously at all times. The art would include sculpture outdoors and other arts indoor. The art would include sculpture outdoors and other arts indoor.

It is a core value of Ann Arbor that we honor and support our artists. Ann Arbor is most famous for its annual Art Fair, the first and biggest street art fair in the United States, which has over 500,000 visitors annually. Our goal is to take the Art Fair from being a long weekend (Thursday through Sunday) once a year event that takes over and temporarily converts the downtown district in Ann Arbor into a pedestrian mall, to a year-round event integrated into the daily life of the entire city. One key goal is to increase exposure of local artists displaying at the Ann Arbor Art Fair and increasing their ability to make a living wage year-round from selling their art to the public.

The website and app, quickly accessible via an ID and also a QR Code 2-D barcode next to each piece of art, would have links to curated information about each artist and work, as well as price information with a smart phone app that would make it easy for people to bid for and potentially buy individual works or learn more about the artist, and to discover where additional works by that artist, and the other art in the city is displayed. The Rotating Art Gallery would ultimately be self-sustaining since it would earn commissions from the auction of the art work.

Civic issue being addressed

(50 words maximum)

1. There is little opportunity now to showcase the work of the best area artists outside of the annual art fair.
2. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

Proposed Project Date Open to the Public

October 31, 2018

Proposed Project End Date

We believe that the Rotating Art Gallery could be self-sustaining since it would earn commissions from the auction of the art work, so our goal is for the project to continue indefinitely into the future. If our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

Total Project Costs

$1,385,000

Total Committed Funds, if any, as of March 2018

Enter $0 if no funds have been committed

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

$1,000,000

5. Project Location(s)

Please select the city(s) that will benefit from this project.

Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

Ann Arbor, MI

As noted above, if our app is successfully deployed in Ann Arbor, it will be easy to enable other cities to adopt their own version customized to their own city. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

The units of government with facilities in downtown Ann Arbor and businesses that are in the downtown development authority area will be solicited to participate in the Rotating Art Gallery Project. See appended list of the names of these businesses and their street address.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

The Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be responsible for creating the

curated content and information displayed in the website and app and coordinating the installation, retrieval, sale and delivery of the artwork displayed, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

The Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be responsible for updating and maintaining the website, app and database underlying the website and app, will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center. It is likely that this will be a full-time position.

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

1. Stephen Lange Ranzini, President, CEO & Treasurer, Northern Michigan Foundation (an IRS approved 501(c)3), the fund fiduciary of the project. Mr. Ranzini's full-time job is serving as the President & CEO of University Bank, a bank based in Ann Arbor that manages over $20.8 billion for over 120,000 customers.
2. Freedman & Goldberg, CPAs, who perform accounting and tax related work for Northern Michigan Foundation.
3. Jeff Ringenberg, U-M Professor of Computer Science and Engineering.
4. Diego Rojas Salvador, U-M Computer Science Team Leader.
5. John Callahan, Kalyn Dai, Laura Huang and Laura Vicinanza, U-M Computer Science Team Members.
6. Ann Arbor Art Center, which has agreed in principle to support the project by providing space for the delivery, retrieval and shipping of the art.
7. Chris M. Nielsen, Esq., who has agreed to donate legal services as described above.
8. Matruka Sherman, John Kotarski, Douglas White, Mike Henry and Linda Peck, who have agreed in principle to assist with operation of the installation, retrieval and delivery of the art.
9. Lindsey Hutchins, who has agreed to donate graphic design services as described above.
10. Galileo Processing, which will provide merchant acquiring services to settle art sales for the winning bidders via credit and debit card.

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

Ann Arbor Art Commission, John Kotarski, Chairman
Ann Arbor Art Center, Marie Klopf, President & CEO
Ann Arbor Mayor's Office, Christopher Taylor, Mayor
City of Ann Arbor, Howard Lazarus, City Administrator
*Ann Arbor News, Paula Gardner, Business Reporter
*Ann Arbor Observer, John Hilton, Editor-in-Chief & Patricia Garcia, Publisher
*Google AdWords, Charles Scrase, Google Technical Services & Ann Arbor Site Lead
*University of Michigan, Jim Kosteva, Director of Community Relations
*Washtenaw County, Gregory Dill, County Administrator
*Main Street Area Association (Merchants Association), Maura Thomson, Executive Director
*Kerrytown District (Merchants Association), Karen Farmer, Executive Director
*State Street District (Merchants Association) & Ann Arbor State Street Art Fair, Frances Todoro-Hargreaves, Executive Director
*Ann Arbor Street Art Fair, The Original, Maureen Riley, Executive Director
*The Guild of Artists & Artisans, which manages the Ann Arbor Summer Art Fair, Karen Delhey, Executive Director
*South University Area Association, which manages the Ann Arbor Summer Art Fair, Maggie Ladd, Executive Director

*The role of these organizations has not yet been confirmed, however informal discussion has begun with many of

them. Our plan is to demonstrate the app and website to them once Phase 1 is complete (scheduled for late April) and then obtain their formal commitment to the Project at that time. The businesses in the downtown area of Ann Arbor will be solicited via the three merchant associations listed.

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

1. Northern Michigan Foundation, an IRS approved 501(c)3, will serve as the fund fiduciary of the project. During the implementation phase of the project, Stephen Lange Ranzini, its President & CEO will manage and coordinate the project. His role will be transitioned over time to the Artistic Director of the Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

2. Diego Rojas Salvador, is serving as the Team Leader for the computer science work to build out and deploy the website and app. His role will be transitioned over time to the Curator / Webmaster of Ann Arbor Art Rotating Art Gallery, who will be selected via an RFP process run the Ann Arbor Art Rotating Art Gallery Project Team with input from the Ann Arbor Art Commission and the Ann Arbor Art Center.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

Because the fiduciary of the project will be an independent IRS approved 501(c)3, and the role of the city will be limited to a few tasks described below, it will be insulated from any political or executive changes that might occur.

The City of Ann Arbor is managed under a City Manager style government. The City Administrator, Howard Lazarus, or his replacement, if he is replaced by city council, will coordinate day to day activity via his staff for any aspect of the project involving the city of Ann Arbor or its professional staff.

The Mayor of Ann Arbor serves in a role akin to Chairman of the Board of City Council.

The City's role will be limited to:
1. The Ann Arbor Art Commission will provide input into the RFP process for selecting the Artistic Director and the Curator / Webmaster of the Project.
2. The city will provide locations for the display of artwork in city owned buildings and in city parks. Ann Arbor contains 157 municipal parks ranging from small neighborhood green spots to large recreation areas and ultimately each will be a candidate for outside display of art from the Rotating Art Gallery Project.

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?

Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

The Ann Arbor Art Rotating Art Gallery plans to launch a GoFundMe campaign and has discussed securing

grants from the Ann Arbor Area Community Foundation, the Ann Arbor Downtown Development Authority and University Bank, however no firm commitments have yet been received. Each business that opts in to participate by providing gallery space will be asked to donate a portion of the hardware cost for installing gallery quality wall hanging systems in their business. These costs have not yet been specifically determined, but should only be a few hundred dollars per business.

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.

(200 words maximum)

$385,000 of in-kind contributions, consisting of:
1. $250,000 of computer programming from a team of five IT software programmers expert in mobile app and database development from the University of Michigan;
2. $100,000 of business development consulting from the President & CEO of University Bank, who has built seven businesses from scratch during his 29 ½ year career at University Bank and another 22 start-ups outside the bank; and
3. $10,000 of legal consulting from a local attorney to assist with building contracts, jury contest rules and to assist with insurance and intellectual property related issues.
4. $5,000 of graphic design services to create a professional logo for the Ann Arbor Art Rotating Art Gallery Project.
5. $20,000 of free Google Advertising from Google AdWords, $10,000 per year for two years.

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

(200 words maximum)

We have created a detailed budget (see below).

Retail businesses usually take 2 years to reach full market penetration. We believe that the Ann Arbor Rotating Art Gallery should break-even prior to the end of the second year, therefore to budget conservatively, we have assumed two years of expenses are required to be available to assure the success of the Project. Any excess funds could be spent on additional paid advertising in the local market, further improvement of the technology or in building a permanent endowment for the Project.

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**

Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.

(200 words maximum)

We have three target markets:
1. the local artists who would participate in the juried competitions;
2. the local businesses and units of government that would participate in displaying the art;
3. the local community who would enjoy the art, use the app and website and bid and buy art they love.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

(300 words maximum)

1. We will reach out to local artists via direct mail and email from the four Ann Arbor art guilds that participate in the Annual Street Art Fair, via their Executive Directors, listed above.
2. We will reach out to the local businesses located in the downtown development authority area of Ann Arbor via direct mail and email, and via the three merchant associations and their Executive Directors, listed above.
3. We will market the app and website to the public via press releases, article placements and ads (both in

print and online) in the two local newspapers noted above, via GoogleAd words ads as noted above, and via the information on the tags of the artwork which will be distributed throughout the downtown Ann Arbor area.

In later phases of the project, the artwork will be distributed throughout the Ann Arbor area including the many city parks and businesses outside of the downtown area. Each piece of artwork will have a tag that contains the artwork's ID, a 2-D Barcode that automatically takes the user's browser to the information on that piece and artist, and the web address of the Ann Arbor Art Rotating Art Gallery website.

The functionality of the website and app enables searches that allows users to find additional art by the same artist, or by similar style or media. Results are expressed in Google Maps and can also be searched by what art is nearby me and the results provide the name of the art and artist and how far away it is. Clicking through gives walking directions to that art.

We own the domain name www.AnnArborArt.org and will market the Project under the tagline "A^3, Taking Art to a Higher Power!"

How do you plan to engage communities impacted by this project during its planning, development and implementation?

(300 words maximum)

We are already engaged with the City of Ann Arbor and its art community via the Ann Arbor Art Commission and the Ann Arbor Mayor's Office. We provided a public presentation of the project to the Ann Arbor Art Commission on March 7 2018, which was well received by the Commissioners and the members of the public and project team who were present.

We plan to gain continuous feedback on the design and functionality of the app and website and business plan from local artists, local business owners, merchant associations, art guilds and the various local units of government including the University of Michigan, during the design and build and implementation phases of the project.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Please list each entity on a separate line. (200 words maximum)

Ann Arbor Art Commission
Ann Arbor Art Center
Ann Arbor Mayor's Office
Ann Arbor City Administrator
Ann Arbor News
Ann Arbor Observer
Google (which has a major regional headquarters in Ann Arbor and gives up to $10,000 in free Google advertising per year to area non-profits)

In the second phase of the project we will catalogue and curate all the existing art and notable architecture in Ann Arbor. Potential partners in this endeavor include the University of Michigan, local units of Government and area Businesses.
Ann Arbor has many locations where some quality art exists however it is difficult to find and few people know where these gems are. For example, while the University of Michigan Art Museum is well known, the University of Michigan has an extensive art collection sprinkled throughout its campus. Many private businesses also have purchased works of art over the years at the Ann Arbor Art Fair, which they display.

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

Our goal is to take the Art Fair from being a long weekend once a year event to a year-round event integrated into the daily life of the entire city. Another key goal is to increase exposure of local artists and increasing their ability to make a living wage year-round from selling their art to the public.

Other than the Art Fair juried competition which is open to artists from around the world, Ann Arbor (A^2) has no established prize competition for local artists to compete in and boost their resume. Winning the A^3 prize and having a four month-long show puts them in a better position to win commissions and obtain better recognition for their work.

Because the A^3 app is free, there is no need by the public to spend money to access more art and be able to appreciate it. One of our key goals is make more art more accessible and foster the development of the local art scene. Due to high and rapidly rising prices of homes in A^2, many artists especially young artists who do not yet own their own home, are being forced to move out of A^2 to lower cost communities. A^3 will infuse more money directly into the hands of local artists so that talented artists can earn a living wage, making our community able to be more inclusive.

If our app is successfully deployed here, it will be easy to enable other cities to adopt their own customized version. We have purposefully designed the software of the app and the database underlying it so it is easy to customize a version of the programming so it can be rolled out in any city worldwide. Our app could have a global impact on fostering art and artists around the world!

How will you assess the impact of this project?

(250 words maximum)

The Ann Arbor Art Rotating Art Gallery's database can provide dashboard reporting covering the number of page views, the number of apps downloaded, app usage data, the number of art IDs queried from the app or website, the number of bids entered on the art being shown in the juried competitions,), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale), and other key statistics that will help indicate the impact of the Project.

The City of Ann Arbor does an annual survey of its citizens about a wide range of issues, including perception of the local art scene. We will see if the Project has a material impact if the positive perception of the citizens increases.

If the Ann Arbor Art Rotating Art Gallery is able to break-even or even produce a positive annual fund balance increase, it will indicate that the Project is producing a positive economic social good.

If the software app and database are licensed and implemented by other cities, this will indicate that the Project concept can be successful in other locations around the World.

Name the partner(s) you plan to work with on this assessment.

Please list each entity on a separate line. (150 words maximum)

1. Ann Arbor Art Rotating Art Gallery Management Team
2. Ann Arbor Art Commission
3. City of Ann Arbor Mayor's Office and City Administrator

List of Businesses in the Ann Arbor Downtown Development Authority Area:

ANTIQUES AND COLLECTIBLES

ANTELOPE ANTIQUES & COINS
225 E. Liberty

ARCADIAN
11-13 Nickels Arcade

KALEIDOSCOPE BOOKS
200 N. Fourth

TREASURE MART
529 Detroit

ANN ARBOR MAGIC AND SPORTS MEMORABILIA
255 E. Liberty

APPAREL / FOOTWEAR

AMERICAN APPAREL
613 E. Liberty

AYLA
323 S. Main

BIVOUAC
336 S. State

COLLECTED WORKS
303 Detroit

ELMO'S T-SHIRTS
404 E. Liberty

FJALLRAVEN
213 S. Main

FOURTH AVENUE BIRKENSTOCK
209 N. Fourth

FOOTPRINTS
217 S. Main

THE GETUP VINTAGE
215 S. State

KERRYTOWN MARKET & SHOPS
407 N. Fifth Avenue

M-DEN
315 S. Main
304 S. State

MOES SPORTS SHOP
711 N. University

MOOSEJAW
327 S. Main

MOTIVATION
1203 S. University

ORCHID LANE
419 E. Liberty

PERPETUA BOUTIQUE
209 S. Fourth

PITAYA
315 S. State

RENAISSANCE
306 S Main

RUNNING FIT
123 E. Liberty

SAM'S STORE
207 E. Liberty

TODAY CLOTHING
215 S. Fourth

ULRICH'S SPIRIT SHOP
1117 S. University

UNDERGROUND PRINTING
329 S. Main
1114 S. University

URBAN OUTFITTERS
231 S. State

VAHAN'S CLOTHING & TAILORING
315 E. Liberty

VAN BOVEN
326 S. State

VAN BOVEN SHOES
17 Nickels Arcade

VERBENA
309 S. State

BOOKS

ANN ARBOR DISTRICT LIBRARY
343 S. Fifth

AUNT AGATHA'S
213 S. Fourth

COMMON LANGUAGE BOOKSTORE
317 Braun Ct.

CRAZY WISDOM BOOKSTORE AND TEAROOM
114 S. Main

DAWN TREADER BOOKS
514 E. Liberty

LITERATI BOOKSTORE
124 E. Washington

MOTTE & BAILEY BOOKSELLERS
212 N. Fourth

ULRICHS BOOKSTORE
549 E. University

VAULT OF MIDNIGHT
219 S. Main

WEST SIDE BOOK SHOP
113 W. Liberty

CAR / BIKE RENTAL

ARBOR BIKE
Various locations throughout the downtown

ENTERPRISE RENT-A-CAR
438 W. Huron

MAVEN
Various locations throughout the downtown

ZIPCAR
Various locations throughout the downtown

COFFEE

CAFE VERDE
214 N. Fourth

ELIXIR VITAE
326 Maynard

ESPRESSO ROYALE CAFE
214 S. Main
324 S. State
1101 S. University

LAB COFFEE
505 E. Liberty

MIGHTY GOOD COFFEE
217 N. Main
1335 S. University

MOMO TEA
1213 S. University

ROOSROAST
117 E Liberty

STARBUCKS
300 S. Main
222 S. State
1214 S. University

SHINOLA
301 S. Main

SWEETWATERS COFFEE AND TEA
604 E. Liberty
123 W. Washington

TEA HAUS
204 N. Fourth

ENTERTAINMENT / MUSIC / DANCE

ANN ARBOR COMEDY SHOWCASE
212 S. Fourth

THE ARK
316 S. Main

THE BLIND PIG
208 S. First

C.A.S. BALLET THEATRE
548 Church

CAVERN CLUB AND CIRCUS BAR
210 S. First

DANCE THEATRE STUDIO
711 N. University

FRIENDS KARAOKE
621 Church

KERRYTOWN CONCERT HOUSE
415 N. Fourth

LIVE
102 S. First

MICHIGAN THEATER
603 E. Liberty

NECTO NIGHTCLUB
516 E. Liberty

PINBALL PETE'S
1214 S. University

STATE THEATER
233 S. State

SYLVIA'S STUDIO OF DANCE
525 E. Liberty

EYE GLASSES AND CONTACTS

BENNETT OPTOMETRY
117 S. Main

SEE
308 S. State

FITNESS

ANN ARBOR SCHOOL OF YOGA
420 W. Huron

ANN ARBOR YMCA
400 W. Washington

ASIAN MARTIAL ARTS STUDIO
208 S. Fourth

THE BARRE CODE
500 E. Washington

KEITH HAFNER'S KARATE
214 S. Main

SPARROW FITNESS
407 N. Fifth Avenue

VIE: FITNESS AND SPA
209 S. Ashley

FLOWERS

CHELSEA FLOWER SHOP
203 E. Liberty

LILY'S GARDEN
414 Detroit

TOM THOMPSON FLOWERS
504 S. Main

UNIVERSITY FLOWERS
7 Nickels Arcade, 326 S. State

GALLERIES AND MUSEUMS

ANN ARBOR ART CENTER
117 W. Liberty

ANN ARBOR HANDS-ON MUSEUM
220 E. Ann

KEMPF HOUSE CENTER FOR LOCAL HISTORY
312 S. Division

WASHTENAW COUNTY HISTORICAL SOCIETY
500 N. Main

STUDIO 16
326 S. State

WORK
306 S. State

WSG GALLERY
306 S. Main

GIFTS / SPECIALTY SHOPS

16 HANDS
407 N. Fifth Avenue

42 DEGREES
615½ E. William

ANN ARBOR MAGIC SHOP
255 E. Liberty

ANN ARBOR SPICE MERCHANTS
407 N. Fifth Avenue

THE BEAD GALLERY
311 E. Liberty

BED & BUTTER
333 S. Main

BONGZ & THONGZ
119 E. Liberty

CAMPUS BIKE SHOP
336 Maynard

CARAVAN GIFT SHOP
1-3 Nickels Arcade, 326 S. State

CAROL ROEDA STUDIO
319 S. Main

CATCHING FIREFLIES
419 Detroit

CHERRY REPUBLIC
223 S. Main

DOGMA CATMANTOO
208 N. Fourth

ENCORE RECORDS
417 E. Liberty

FOUND
407 N. Fifth Avenue

FUSTINI'S OILS & VINEGARS
407 N. Fifth Avenue

FOUR DIRECTIONS
211 S. Main

GAME ON
310 S. State

GET CURIOUS WITH SAFETYGIRL
119 E. Liberty

GROOVE YARD
320 S. State

HEAVENLY METAL
207 E. Ann

HIMALAYAN BAZAAR
218 S. Main

HOLLANDERS SPECIALTY PAPER
407 N. Fifth

LAUNCH BOARD SHOP
1200 S. University

LILY GRACE COSMETICS
306 S. Main

LUCKY MONKEY
308 S. Ashley

MUDPUDDLES TOY SHOP
407 N. Fifth Avenue

PEACEABLE KINGDOM
210 S. Main

PRINCESS DESIGNS JEWELRY & ROCK SHOP
407 N. Fifth Avenue

ROCK PAPER SCISSORS
216 S. Main

SHINOLA
301 S. Main

SPUN
407 N. Fifth Avenue

STAIRWAY TO HEAVEN
340 S. State

TEN THOUSAND VILLAGES
303 S. Main

TRANSITION RACK
217 S. Fourth

WIRELESS ZONE, VERIZON
212 S. Main

WAZOO RECORDS
336½ S. State

WILD SIDE SMOKE SHOP
209 E. Liberty

GROCERIES / SPECIALTY MARKETS

ARGUS FARM STOP
325 W. Liberty

BABO MARKET
403 E. Washington

BABO REAL FOOD FAST
12 Nickels Arcade, 326 S. State

BY THE POUND
615 S. Main

CHAMPION'S PARTY STORE
1227 S. University

CUPCAKE STATION
116 E. Liberty

DIAG PARTY STORE
340 S. State

DURHAM'S TRACKLEMENTS AND SMOKERY
407 N. Fifth Avenue

EVERYDAY WINES
407 N. Fifth Avenue

MONAHAN'S SEAFOOD MARKET
407 N. Fifth Avenue

PEOPLE'S FOOD COOPERATIVE
216 N. Fourth

REPLENISH
619 E University

7-ELEVEN
318 S State
1300 S. University

SCHAKOLAD CHOCOLATE FACTORY
110 E. Washington

SPARROW MEATS & PRODUCE
407 N. Fifth Avenue

HOME FURNISHINGS

DOWNTOWN HOME & GARDEN
210 S. Ashley

KING'S CHOSEN
317 S. Main

MIR'S ORIENTAL RUGS
331 S. Main

THREE CHAIRS
215 S. Ashley

LODGING

ANN ARBOR BED AND BREAKFAST
921 E. Huron

BELL TOWER HOTEL
300 S. Thayer

BELLANINA GUEST HOUSE
409 N. Fourth

EMBASSY HOTEL
200 E. Huron

GRADUATE HOTEL
615 E. Huron

RESIDENCE INN
120 W. Huron

JEWELRY

ABRACADABRA JEWELRY/GEM GALLERY
205 E. Liberty

CHRIS PETERSEN JEWELRY DESIGN
306 S. Main

SCHLANDERER & SONS
208 S. Main

URBAN JEWELERS
215 S. Main

PHARMACIES

CVS
209 S. State

WALGREENS
317 S. State

RESTAURANTS / BARS

AFTERNOON DELIGHT
251 E. Liberty

ALLEY BAR
112 W. Liberty

AMER'S
312-314 S. State
611 Church

\AUT\BAR
Braun Court

AMA BISTRO
215 S. State

AMADEUS CAFE
122 E. Washington

ANTHONY'S GOURMET PIZZA
621 S. Main

ARBOR BREWING CO.
114 E. Washington

THE ARENA
203 E. Washington

ARGERIOS ITALIAN RESTAURANT
300 Detroit

ASHLEY'S
338 S. State

ASIAN LEGEND
516 E. William

AVENTURA
216 Washington

AYAKA
1205 S. University

BABS' UNDERGROUND LOUNGE
213 S. Ashley

THE BACK ALLEY GOURMET
611 S. Main

BACK ROOM
605 Church

BACK2ROOTS BISTRO
108 S. Main

BANDITOS
216 S. Fourth

BAR LOUIE
401 E. Liberty

bd's MONGOLIAN GRILL
200 S. Main

BEER GROTTO
303 S. Ashley

BELLY DELI
1317 S. University

BEN & JERRY'S
304 S. State

BLACK PEARL
302 S. Main

BLANK SLATE CREAMERY
300 W. Liberty

BLIMPY BURGER
304 S. Ashley

THE BLUE LEPRECHAN
1220 S. University

BLUE NILE
221 E. Washington

BLUE TRACTOR
207 E. Washington

BROKEN EGG
221 N. Main

BROWN JUG
1204 S. University

BRUEGGER'S BAGELS
709 N. University

BTB CANTINA
1140 S. University

BUBBLE ISLAND
1220 S. University

BUFFALO WILD WINGS
205 S. State

BURGERFI
1235 S. University

CAFÉ FELIX
204 S. Main

CAFÉ ZOLA
112 W. Washington

CHINA GATE
1201 S University

CHIPOTLE MEXICAN GRILL
235 S. State

CHOP HOUSE/LA DOLCE VITA
322 S. Main

CLOVERLEAF RESTAURANT
201 E. Liberty

CONOR O'NEILL'S IRISH PUB
318 S. Main

COTTAGE INN
512 E. William

THE EARLE
121 W. Washington

EARTHEN JAR
311 S. Fifth

EASTERN FLAME
304 S. Ashley

ELEVATION BURGER
529 E. Liberty

EVE THE RESTAURANT
300 S. Thayer

FLEETWOOD DINER
300 S. Ashley

FRANK'S RESTAURANT
334 Maynard

FRITA BATIDOS
117 W. Washington

GOOD TIME CHARLEY'S
1140 S. University

GRANGE KITCHEN & BAR
118 W. Liberty

GRATZI
326 S. Main

GRIZZLY PEAK BREWING CO.
120 W. Washington

HAPPY TERIYAKI
314 Detroit

HEIDELBERG
215 N. Main

HOP CAT
311 Maynard

HUNTER HOUSE
609 E. William

ISALITA
341 E. Liberty

JAMAICAN JERK PIT
314 S. Thayer

JC RICH KOREAN RESTAURANT
1313 S. University

JIMMY JOHNS
324 S. State
1207 S. University

JERUSALEM GARDEN
314 E. Liberty

JOLLY PUMPKIN
311 S. Main

KANG'S KOREAN RESTAURANT
1327 S. University

KNIGHTS
600 E. Liberty

KOSMO
407 N. Fifth Avenue

THE LAST WORD
301 W. Huron

LE DOG
306 S. Main

LOGAN AN AMERICAN RESTAURANT
115 W. Washington

LUCKY KITCHEN
611 E. University

THE LUNCH ROOM
407 N. Fifth Avenue

MADRAS MASALA
328 Maynard

MAIZE N BLUE DELI
106 E. Liberty
1329 S. University

MANI OSTERIA
341 E. Liberty

MARK'S CARTS
210 S. Ashley

MARNEE THAI
414 S. Main

MASH BAR
211 E. Washington

MELANGE BISTRO
312 S. Main

MEZES GRILL
715 N. University

MEZZEVINO
120 E. Liberty

MIKI
106 S. First

NEOPAPALIS
500 E. William

NEW YORK PIZZA DEPOT
605 E. William

NOODLES
320 S. State

NO THAI
226 N. Fourth
1300 S. University, Suite 3

OASIS DELI
1104 S. University

OLD TOWN
122 W. Liberty

THE OLD GERMAN
120 W. Washington

PACIFIC RIM
114 W. Liberty

PALIO
347 S. Main

PANCHEROS
1208 S. University

PIEOLOGY PIZZERIA
620 E. Liberty

PITA KABOB GRILL
619 E. William

THE PITA PIT
615 E. University

PIZZA HOUSE
618 Church

PIZZA PINO
221 W. Liberty

POTBELLY SANDWICH WORKS
300 S. State

PRETZEL BELL
226 S. Main

PRICKLY PEAR CAFÉ
328 S. Main

RATHSKELLER
215 N. Main

RAVENS CLUB
207 S. Main

RAY'S RED HOTS
629 E. University

REAL SEAFOOD CO.
341 S. Main

RED HAWK BAR & GRILL
316 S. State

REVIVE
619 E. University

RICK'S AMERICAN CAFÉ
611 Church

RUTH'S CHRIS STEAKHOUSE
314 S. Fourth

SABOR LATINO
211 N. Main

SADAKO
1321 S. University

SAIGON GARDEN
1220 S. University

SALADS UP
611 E. Liberty

SAN FU
625 S. Main

SAVA'S
216 S. State

SILVIO'S ORGANIC PIZZA
715 N. University

SCOREKEEPERS
310 Maynard

SHALIMAR
307 S. Main

SLURPING TURTLE
608 E. Liberty

SOTTINI'S SUB SHOP
205 S. Fourth

SPARROW LUNCH COUNTER
407 N. Fifth Avenue

SPENCER
113 E. Liberty

THE STUDY HALL LOUNGE
1220 S. University

SUBWAY
1319 S. University
411 E. Washington

SUSHI.COME
715 N. University

SUVAI PALACE
400 S. Division

TASTE KITCHEN
521 E. Liberty

TIM HORTONS
1300 S. University

TIOS
401 E. Liberty

TK WU
510 E. Liberty

TOMUKUN NOODLE BAR AND RESTAURANT
505 E. Liberty

TOTORO
215 S. State

TROPICAL SMOOTHIE
607 E. Liberty

UNIVERSITY CAFÉ
621 Church

VINOLOGY
110 S. Main

WEST END GRILL
120 W. Liberty

WHICH WICH
301 E. Liberty

ZINGERMAN'S DELI
422 Detroit

ZINGERMAN'S NEXT DOOR
422 Detroit

SALONS/BARBERS/SPAS/MASSAGE

ANNEKE'S HAIR & COMPANY
221 S. Main

ARCADE BARBERS
6 Nickels Arcade, 326 S. State

BELLANINA DAY SPA
201 N. Fourth

CAMPUS BARBER AND BEAUTY
524 E. William

CHURCH STREET BARBERS
607 Church

DASCOLA BARBERS
304 ½ S. State

DA VINCI'S SALON
305 S. Main

DOUGLAS J AVEDA INSTITUTE
333 Maynard

DOUGLAS J SALON
500 E. Liberty

ENCORE STUDIO
407 N. Fifth Avenue

GRATEFUL DREADS
409 ½ N. Fourth

JESSICA'S SKIN & BODY APOTHECARY
301 N. Fifth

METAMORPHOSIS
255 E. Liberty, Suite 231

MICHAEL SUSANNE HAIR STUDIO
303 Detroit

NEW AGE SALON
347 Maynard

NOGGINZ
1214 S. University

ORBIT HAIR DESIGN
334½ S. State

POLISHED
1115 S. University

PURA VIDA COLOR STUDIO
207 S. Fourth

RELAX STATION
300 W. Huron

RUB
214 S. Main, Suite 201

SALON FRAXURE
338 S. Ashley

SALON VERTIGO
212 S. Fourth

SALON VOX
115 W. Liberty

SALON XL
208 E. Washington

TAYLOR & COLT
601 E. Liberty

THE WAX LOFT
1103 S. University

VICKI'S WASH & WEAR HAIRCUTS
207 E. Ann

WEEGEE HAIR SALON
514 E. William

OTHER SERVICES

ANN ARBOR SHOE REPAIR
619 S. Main

ANN ARBOR STATE BANK
125 W. William

BANK OF ANN ARBOR
125 S. Fifth

BOERSMA TRAVEL
12 Nickels Arcade, 326 S. State

COMERICA BANK
101 N. Main
314 E. Washington
777 N. University

DOLLAR BILL COPYING
611 Church

EUREKA CLEANERS
308 N Main
1305 S. University

FEDEX KINKO'S
505 E. Liberty

GOLD BOND CLEANERS
322 Maynard

HUNTINGTON BANK
616 E. Liberty

KEY BANK
100 S. Main

KOLOSSOS PRINTING
301 E. Liberty
1214 S. University

PARK SHOE REPAIR
120 N. Fourth

PNC
1100 S. University
407 N. Fifth Avenue (ATM)

SUN TAN CITY
627 S. Main

U OF M CREDIT UNION
333 E. William

US POST OFFICE
200 E. Liberty

US POST OFFICE
1214 S. University

VOGEL'S LOCK AND SAFE
113 W. Washington

Ann Arbor Art Prototype Sample

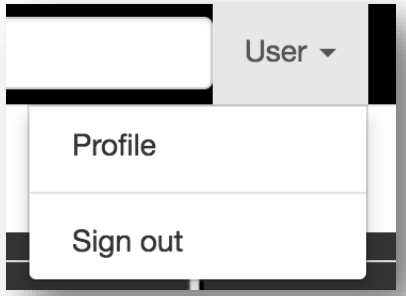
Navigation Bar – Not Signed In

Navigation Bar – Signed In

Summary – All of our pages will have a uniform navigation bar on the top for users to navigate to specific pages with ease. The logo *Ann Arbor Art* will redirect to our homepage. List, Map, and Artist tabs will link to the appropriate pages to display the list of art, map, and list of artists. The Search bar upon hitting enter will link to the page with artwork or artists that are related to keywords. We want our users to be able to search our website content from anywhere on the application.

The right side of our navigation will depend on if a user is signed in or not. If not signed in, a Google Sign In button will be present which will redirect the user to sign in with Google and then redirect to our homepage.

If the user is signed in, there will be a User dropdown menu that will link to the user's profile page and the Sign Out button. Any extra user functions we add will most likely be linked to this dropdown in the future.

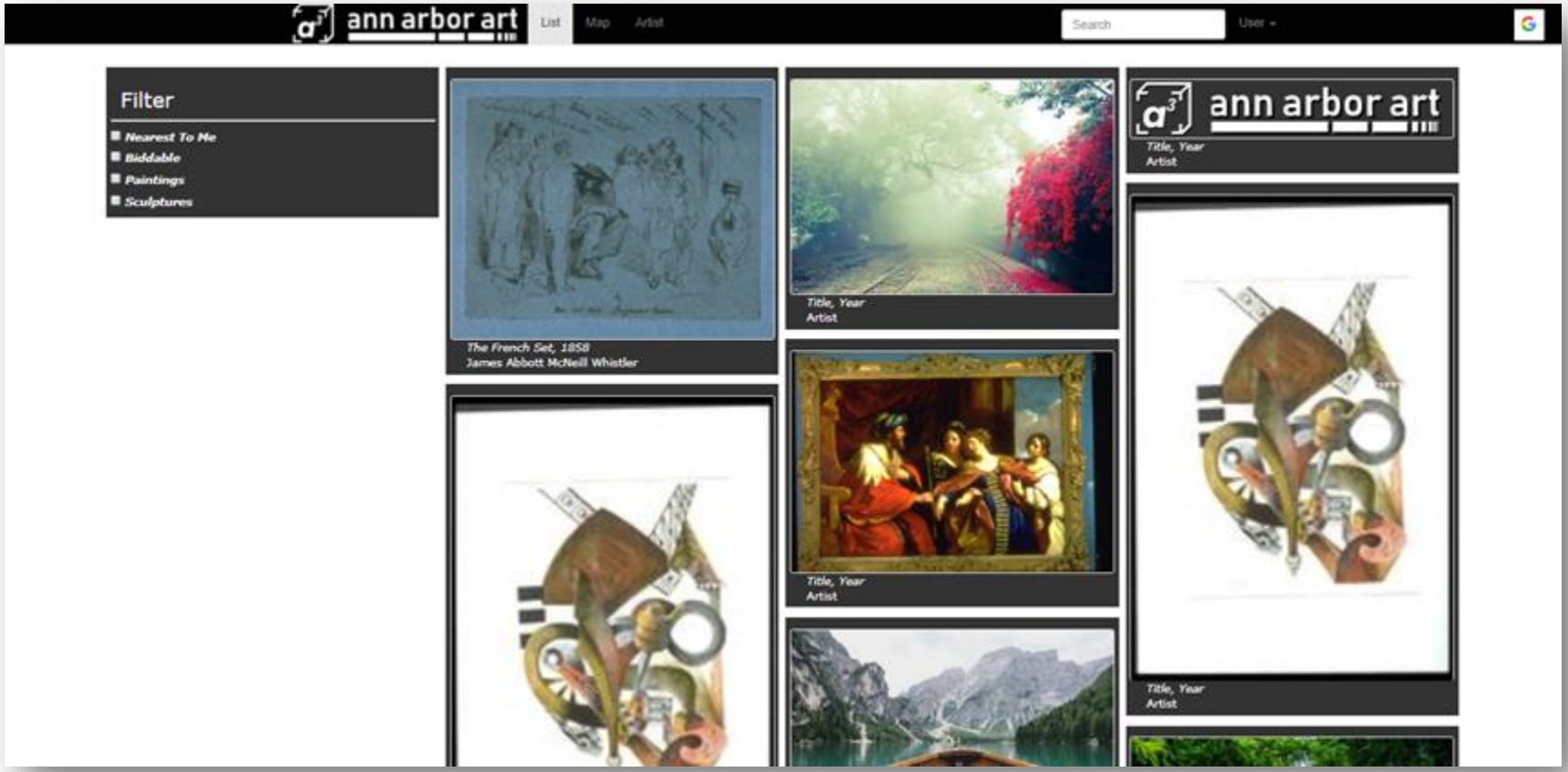


Scalability – Mobile Capability

Shrinking a web browser or displaying the application in any mobile device will adjust the navigation bar to access all functionality in a tidy view of a general dropdown as shown below. Pressing the dropdown will show us our original tabs.

Navigation Bar – Mobile Version

Ann Arbor Art Prototype Sample

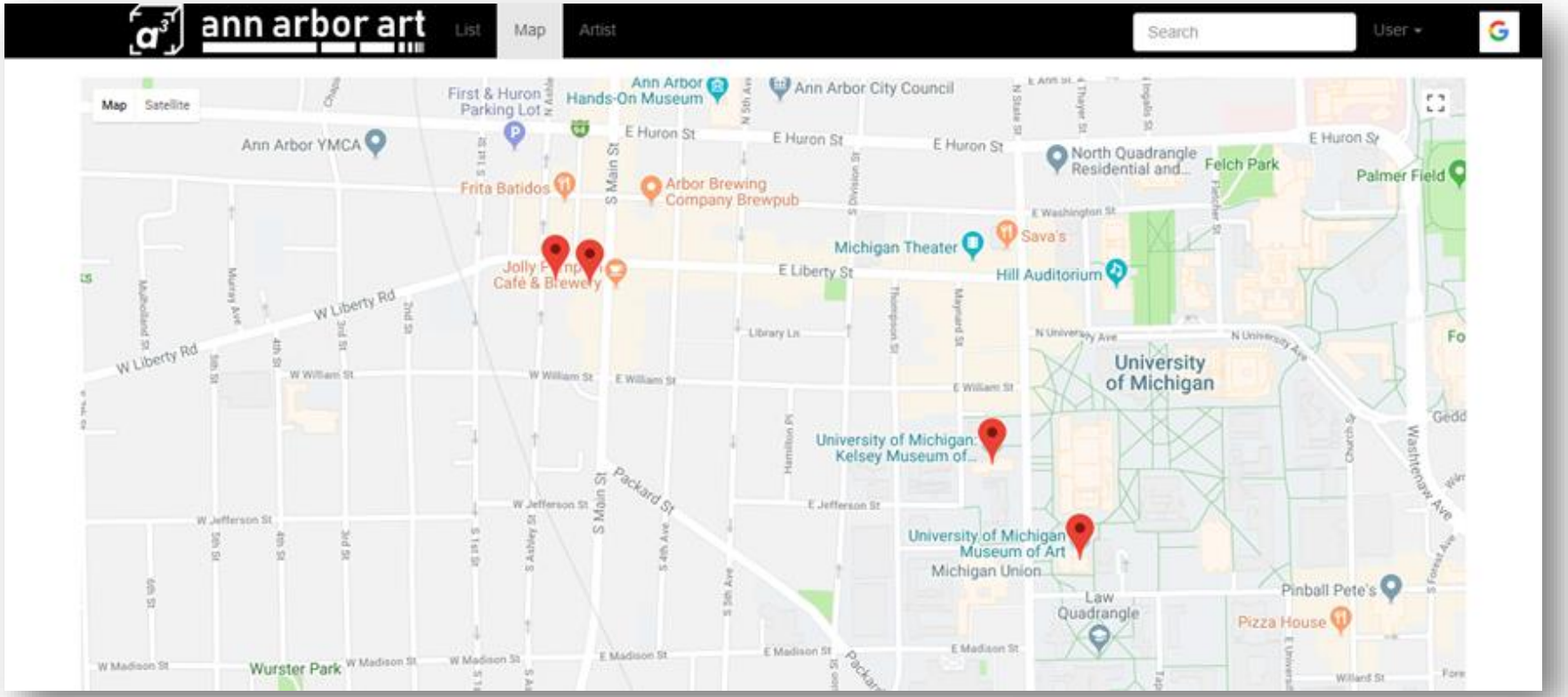


Website View of Ann Arbor Art Homepage – List View

The homepage for Ann Arbor Art was initially going to open up in the form of a map, much like Google Maps, but after creating a prototype of the application, we found the design much more appealing if we opened up with the nearby art view instead. Both user dropdown and sign in button are present in the screenshots above and on the following prototype sample images for reference but both will not be present at the same time during a user experience.

The filter on the left-hand side is present to sort certain types of artwork that a user may be interested in. Different types of artwork – e.g., painting, sculptures, will be added on at a later time if we find it necessary. Each artwork has a small thumbnail and a brief identification with the name of the piece, name of author, and the year created. Clicking anywhere on the grey box outlining each art piece will take us to that art's information page.

Ann Arbor Art Prototype Sample

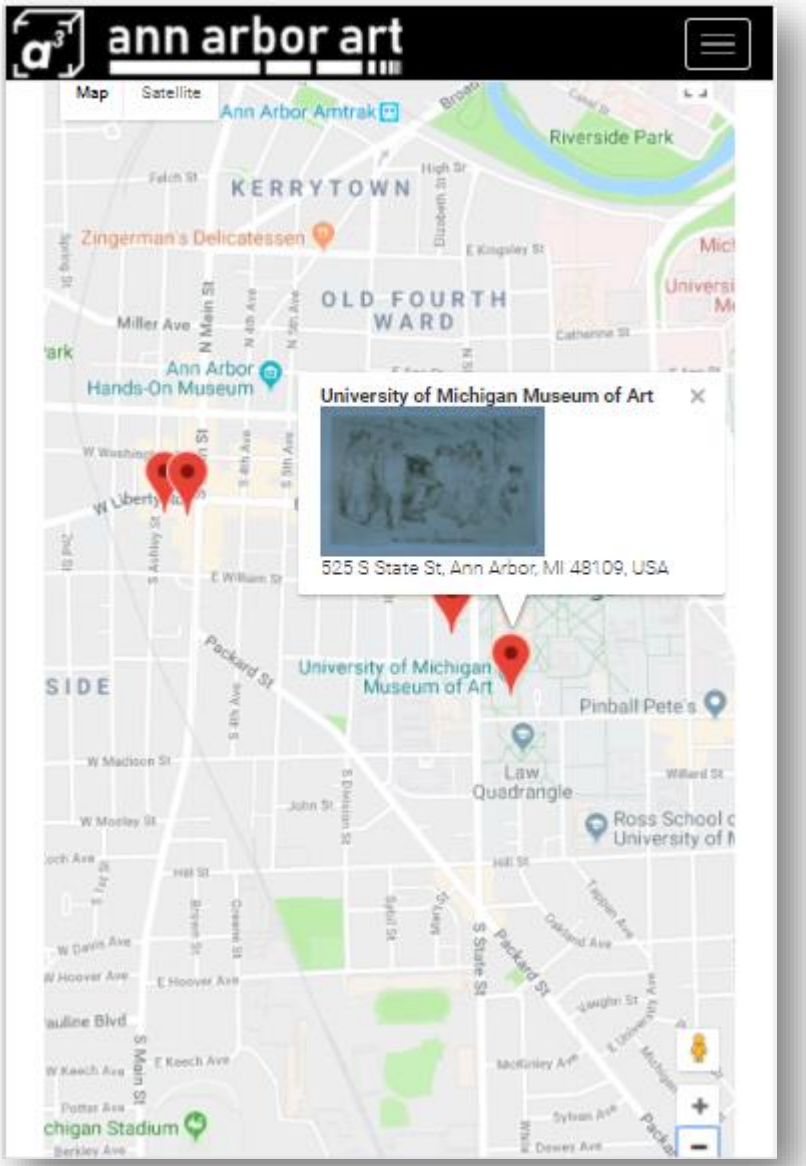


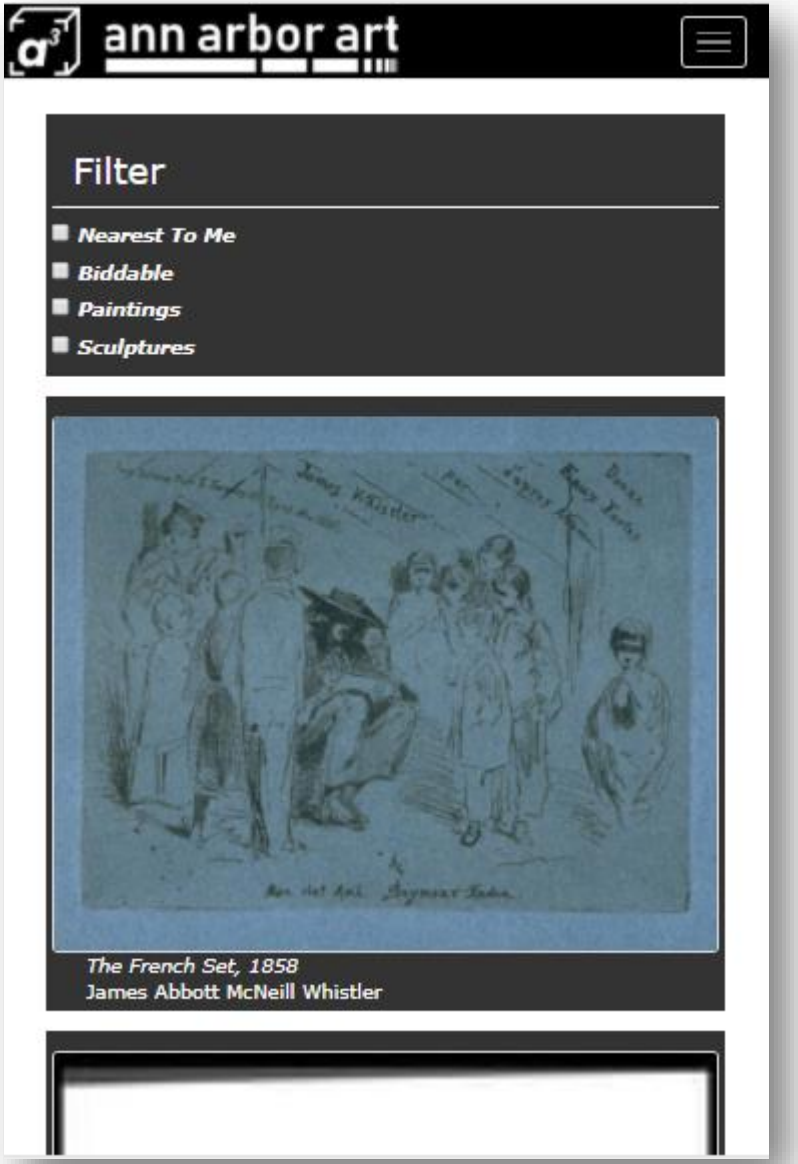
Website View of Ann Arbor Art – Map View

The map view of the application is taken from Google Maps but will pins from our database of nearby artwork. The purpose for the additional map view on top of the list is for users who want to explore Ann Arbor, but they don't have the bearings of street names and their current location from the art they want to view. The red pins on the map are clickable and the thumbnail and details will pop up in which the user can click on the thumbnail to navigate them to the art's informational page.

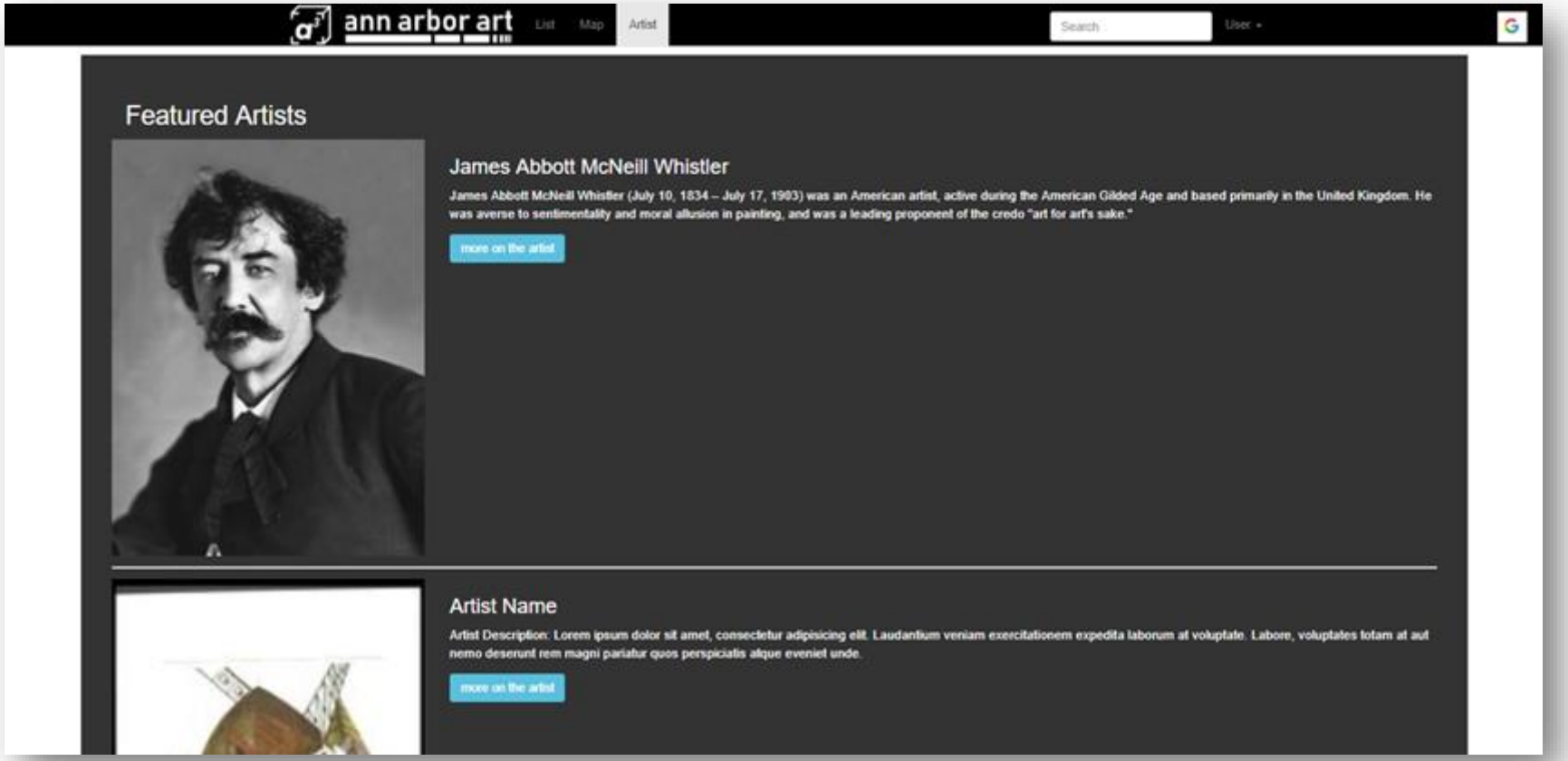
Ann Arbor Art Prototype Sample

Mobile View of Map and List View – Scalability





Ann Arbor Art Prototype Sample

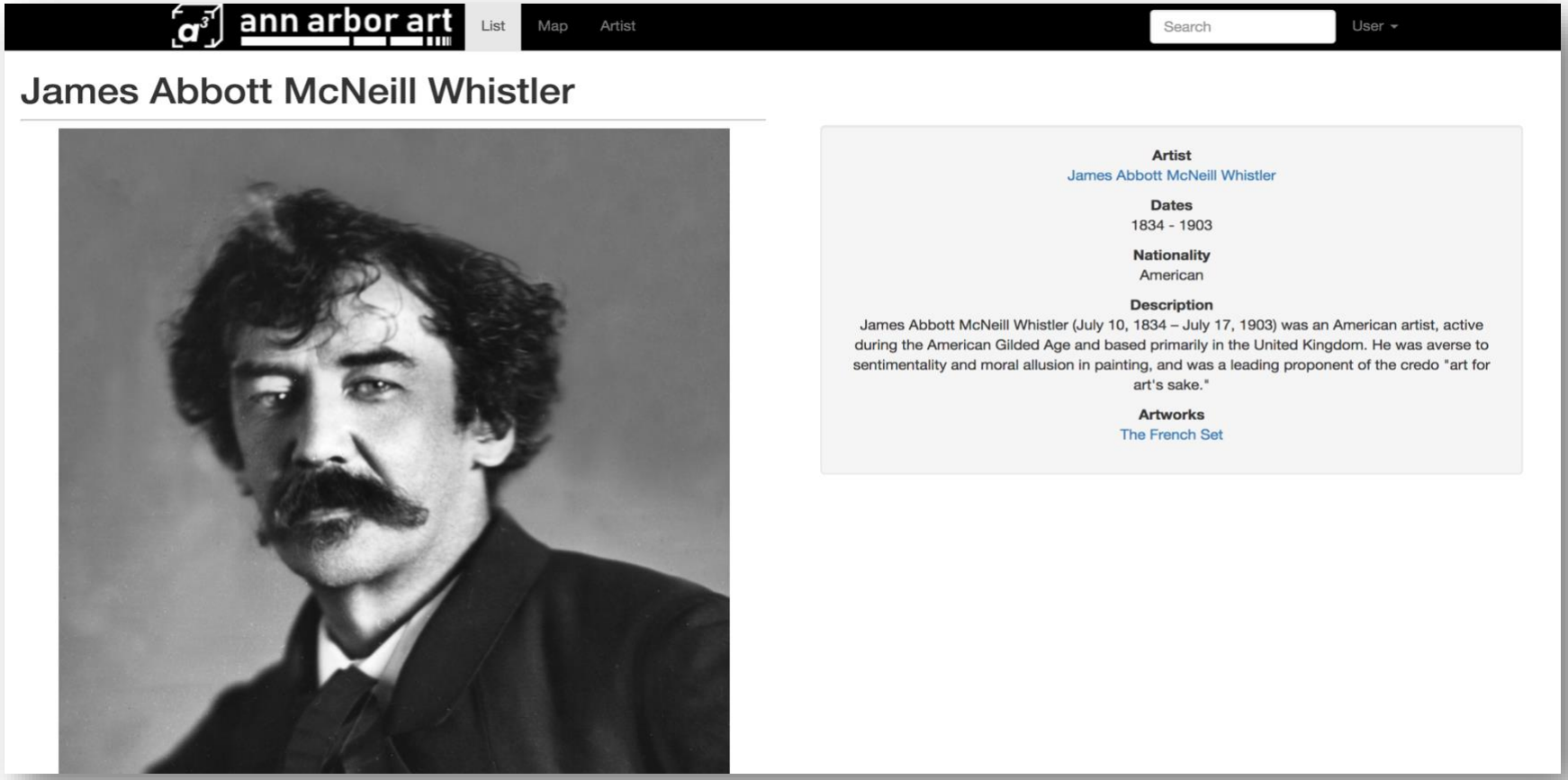


Website View of Ann Arbor Art – Artist List Page

For users who like to follow specific artists, the artist page shows either a picture of the artist or an art piece they have done on the right. For the main body, the header is the artist name followed by a birthday to date of death if necessary. Following those information, the description of a user. The blue button is there for users to click will lead them to the artist's informational page.

This artist page has two use cases. One is for users who like to find popular known artists on the application and two, for users who would like to explore new artists to follow.

Ann Arbor Art Prototype Sample

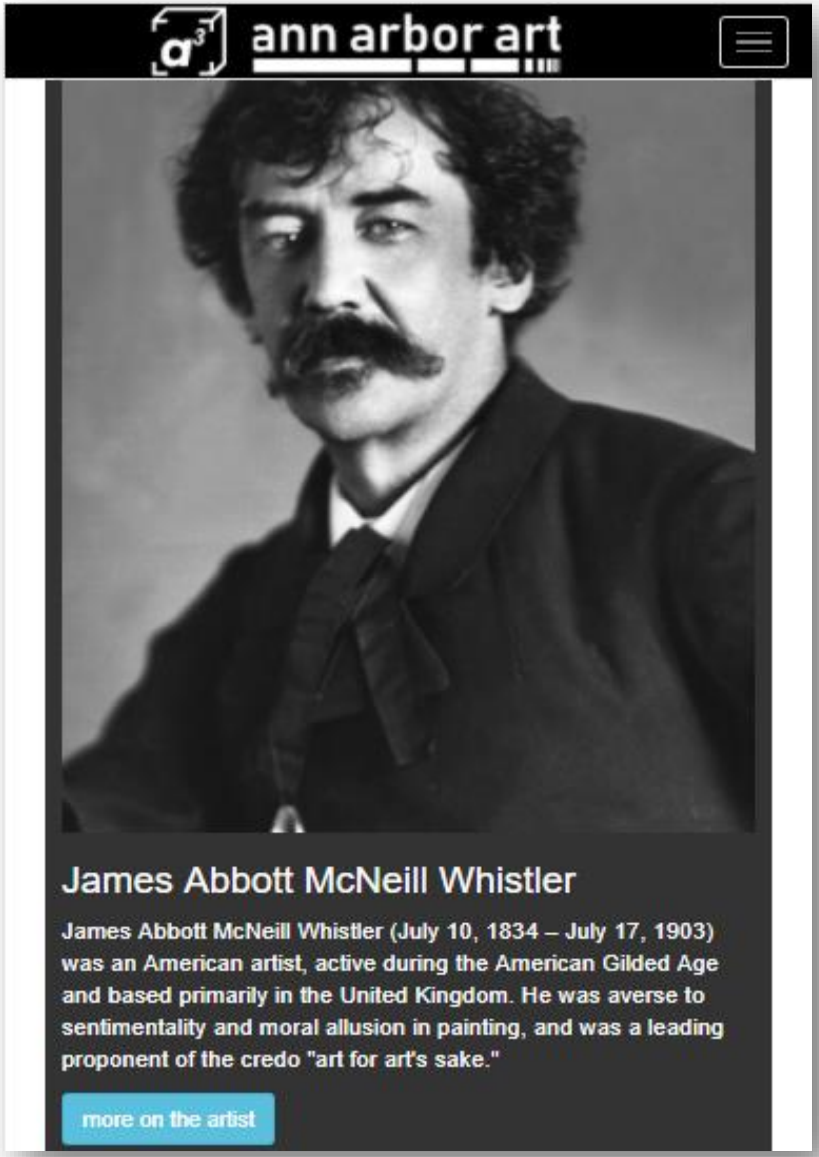


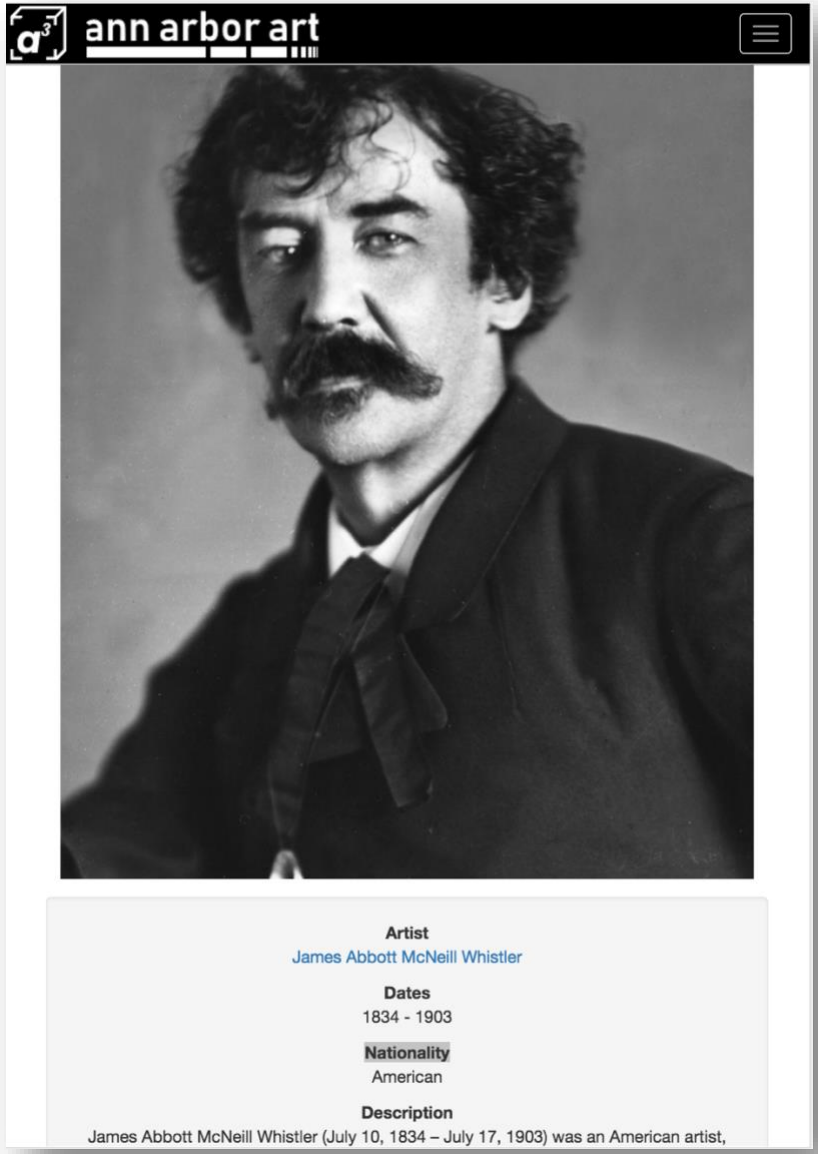
Website View of Ann Arbor Art – Artist's Information Page

This page gives the details of a particular artists with a full description and minor details. Any new detail category can be added at a later time if we find anything worth adding on the artist. Under Artworks, they contain all art pieces an artist has done which will link to the corresponding art informational page. In the future, we want to replace the art piece name with a thumbnail photo instead for users who remember art by sight and not by title.

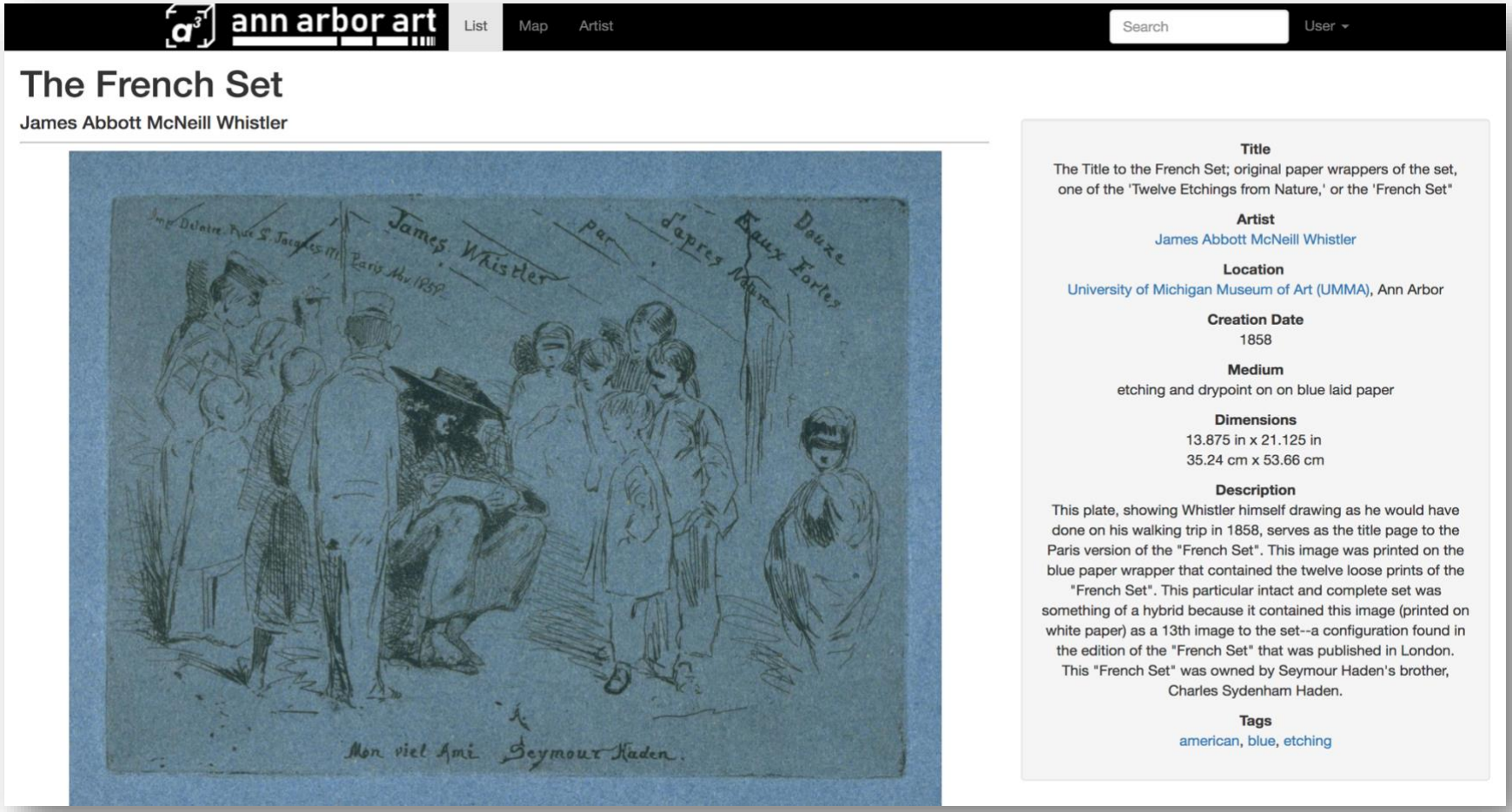
Ann Arbor Art Prototype Sample

Mobile View of Artist List and Artist's Information Page – Scalability





Ann Arbor Art Prototype Sample

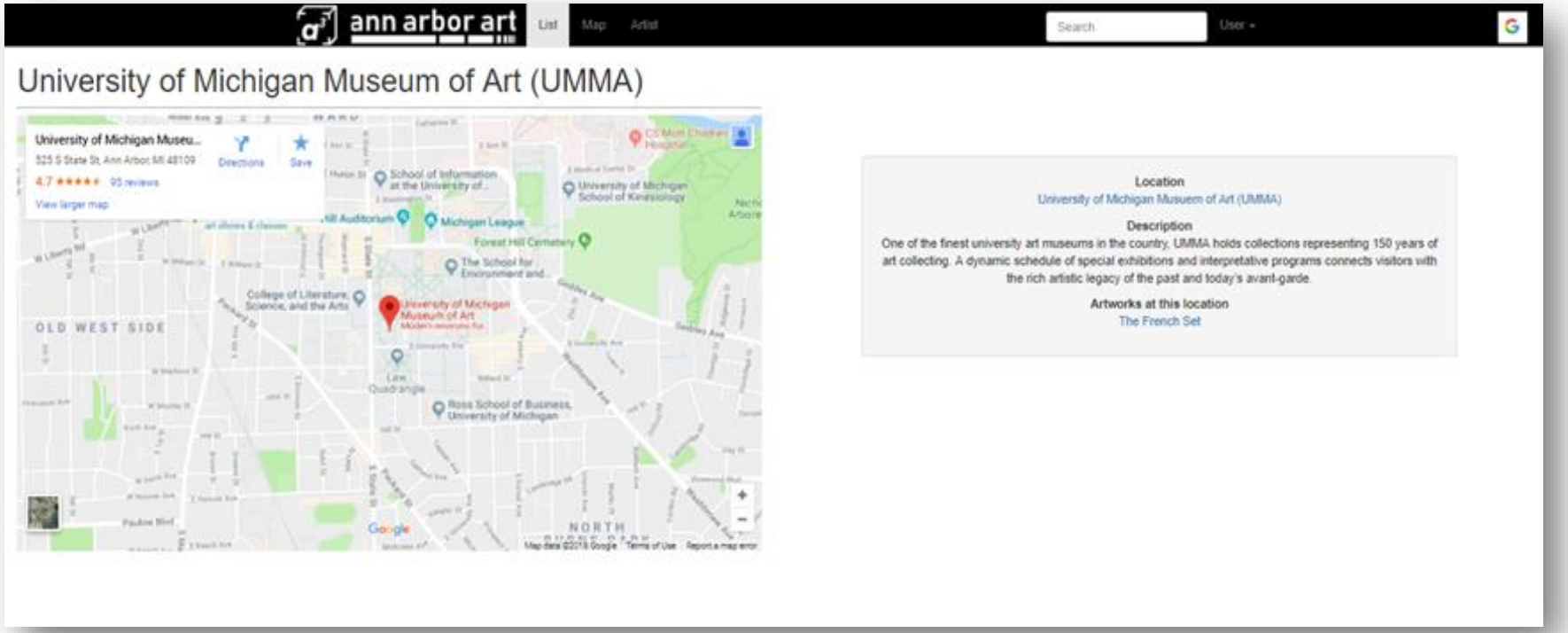


Website View of Ann Arbor Art – Art Info Page

This page is the bulk of our database in collecting art information. The main image of the art piece is default and currently only one image is shown of the art piece. In the future, we plan to make it, so users can scroll through different images of the art piece. On the right, different titles of the art piece are shown, including details like artist – which is linked to the artist's informational page.

If an art piece is biddable or on sale, the current bid price and the option to bid will show up on this page as well which if a user wants to bid, will lead to a secure transaction page to place a bid.

Ann Arbor Art Prototype Sample



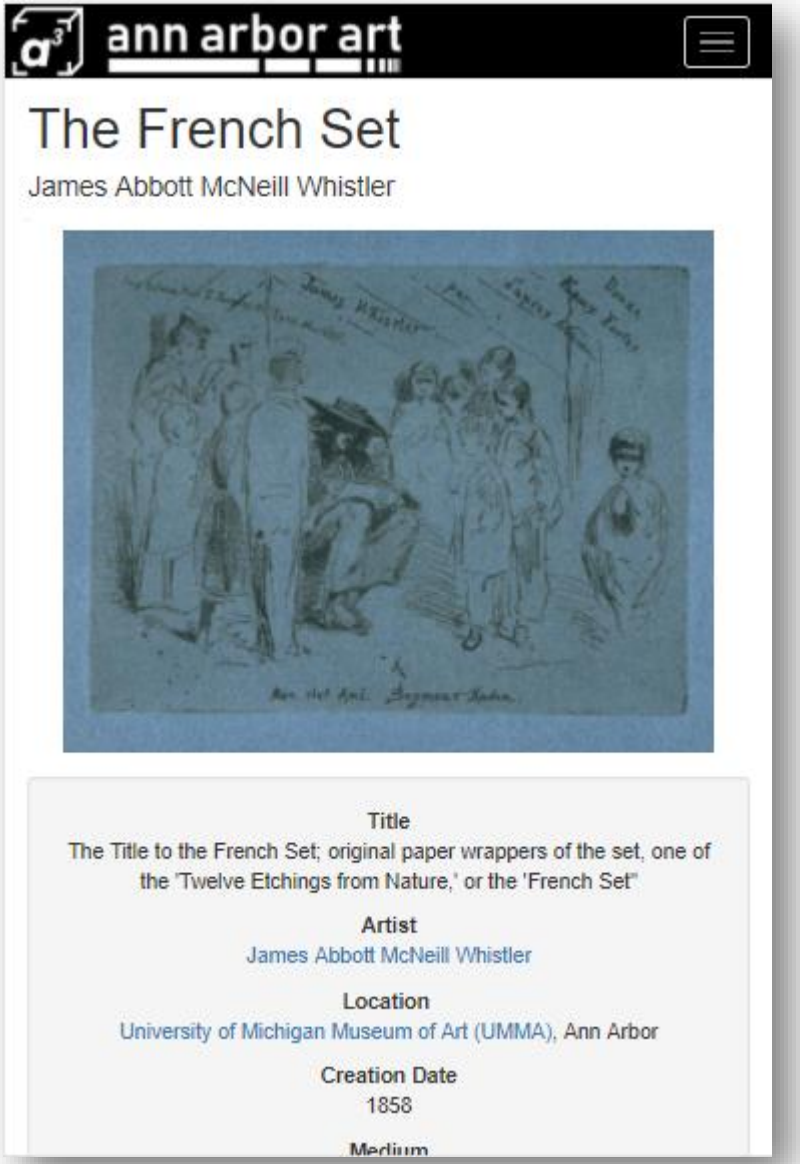
Website View of Ann Arbor Art – Location's Information Page

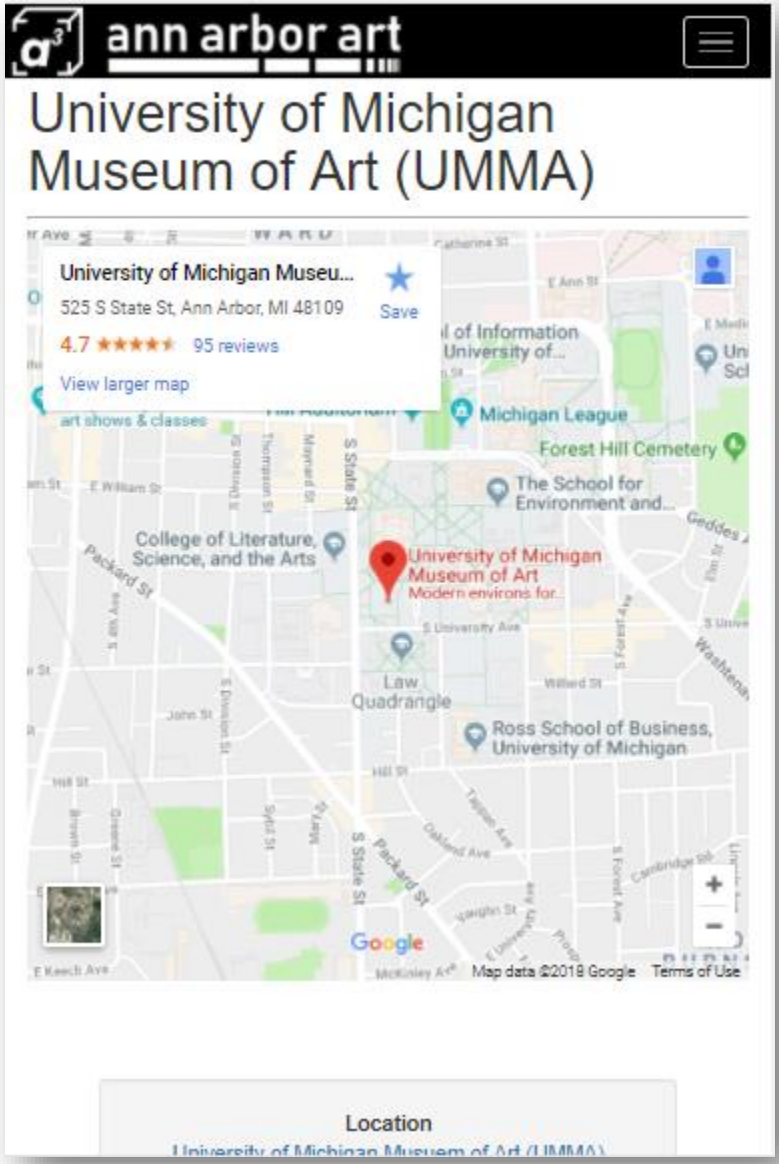
The purpose of this page is to showcase Ann Arbor's art galleries, museums, and even coffee shops that display local artist's art work to promote users to go to these locations to enjoy service provided at these locations and/or look at art pieces they may be interested in. Another use is for Ann Arbor visitors and art lovers to explore the city without knowing too much about Ann Arbor.

The page has a smaller version of the map view with the map centered at the location's pin. From there, using Google Maps, a user can find directions to the location. Our information box displays the name of the location and a detailed description of the history of the location and what it's known for. In addition, these locations may hold many art pieces so for user's convenience, a list of artworks is shown with a link to the art's information page. Just like the artist's information page, we plan to make the artwork names into thumbnails.

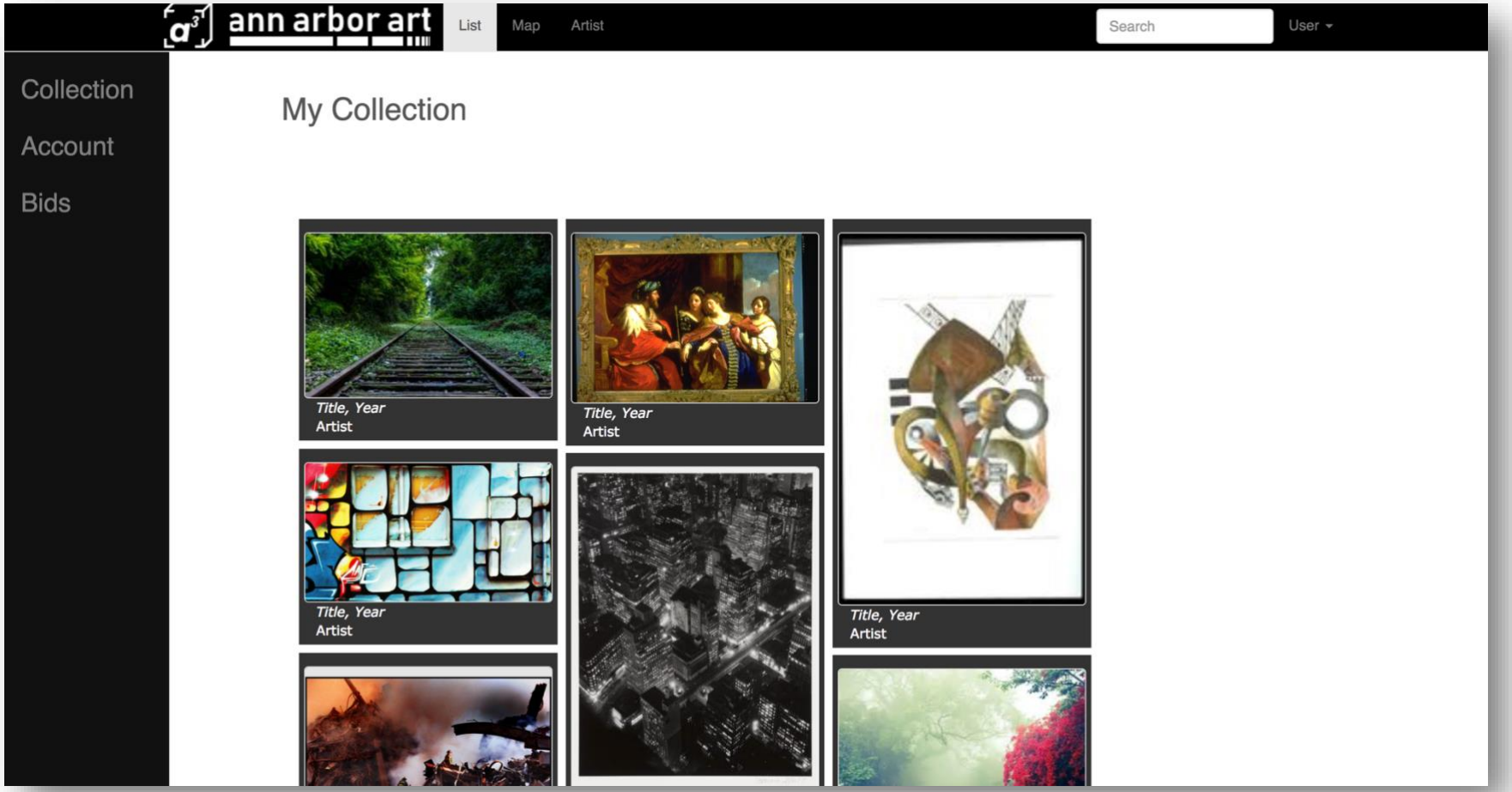
Ann Arbor Art Prototype Sample

Mobile View of Art Information and Location Information Page – Scalability



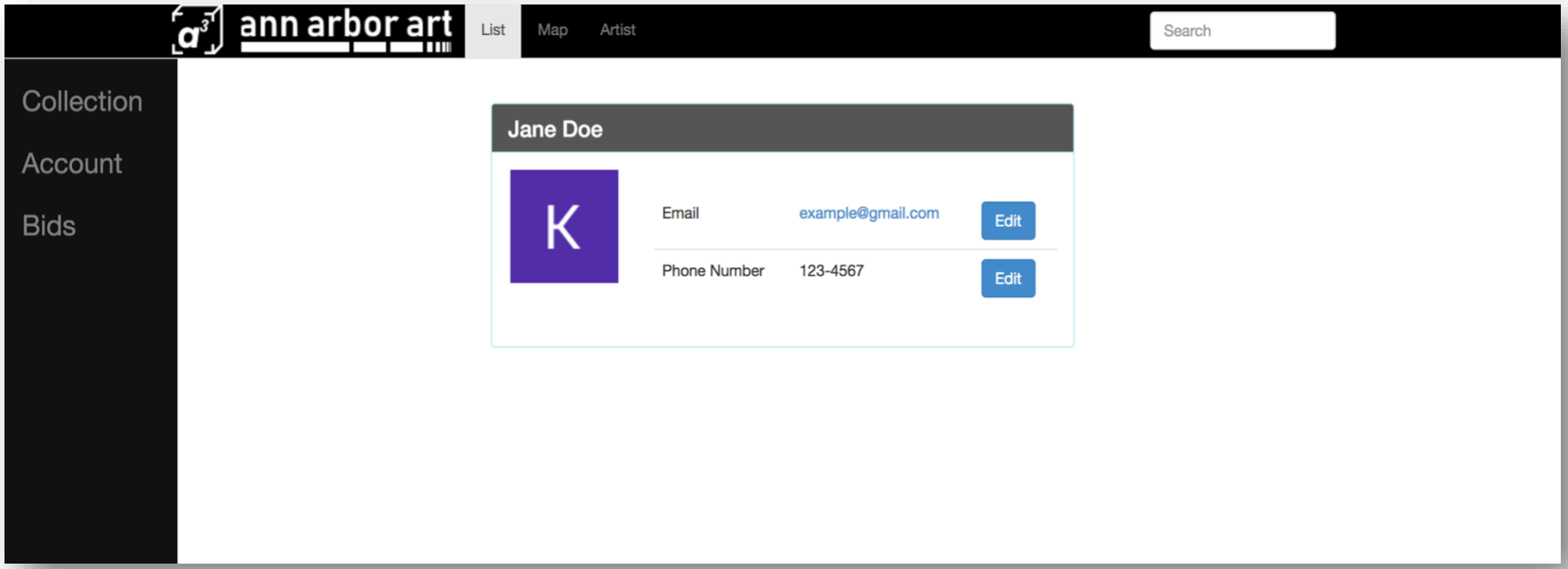


Ann Arbor Art Prototype Sample



Website View of Ann Arbor Art – User's Art Collection Page

Upon clicking the user's profile dropdown option, a left sidebar will appear and lead the user to their art collection page which is displaying all current favorites from the user. The images will lead to the corresponding art's informational page. The side bar on the left also has other pages available to a user logged in such as their account details and their past bids which will include all bid information regardless if they won or have been out bid on an art piece.

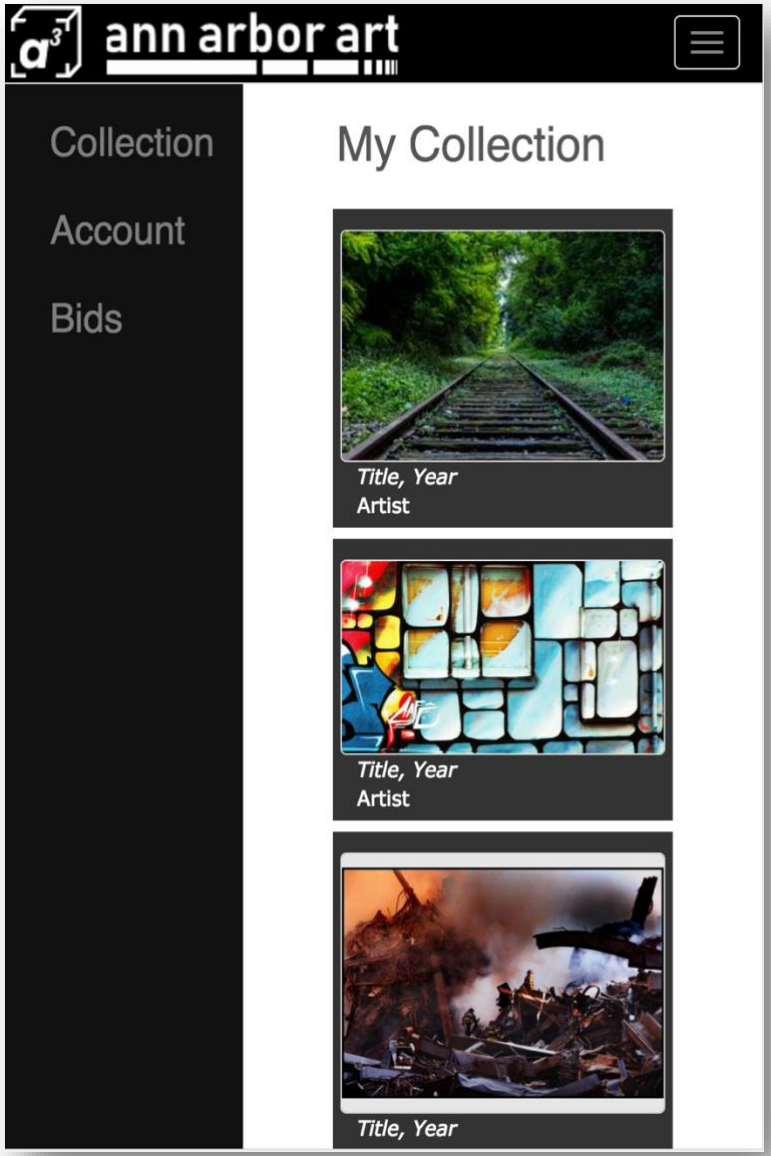


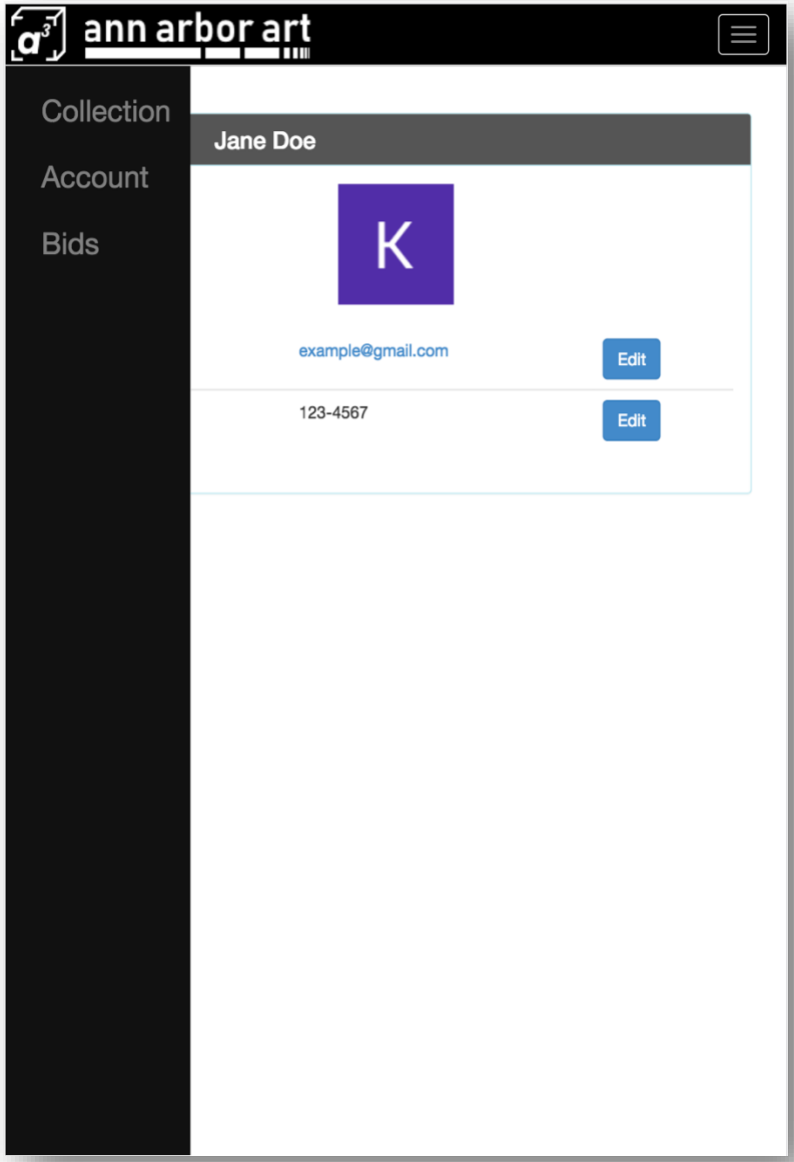
Website View of Ann Arbor Art – User Profile Page

This page is accessible through the navigation dropdown menu of User and displays the user's current details of the user in the Account tab on the left. User information like name, profile picture, and email are taken from the user's Google Account. Phone number is optional most of the time and will be requested only when a user wins a bid to ensure proper communication for the transaction and movement of transferring art pieces. The user page is only accessible for the user given that the person logged in is a normal user and not an admin. There are also options to edit user details like email and phone number.

Ann Arbor Art Prototype Sample

Mobile View of User's Art Collection and User Profile Page – Scalability





Ann Arbor Art (A-Cubed or A^3) App

Project Planning Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Briefing

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app. Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

A^3 provides the strategic benefit of offering a single easy-to-use platform for exploring and purchasing local artwork with tools for curators to track and manage artwork that is for sale. This product is different from any platforms out there in that it enables users to explore both a city (A^2) and its art, while also letting them support the artists through an auction system, all of which can be accomplished with just a few clicks (or taps).

In order to evaluate A^3's success, we will measure the amount of people using the app (and liking it), the number of artists and businesses that display art that are discovered by our users, the number of pieces of art sold (and the amount of profits above the reserve prices for those works that are for sale). In order to access this data, we will collect usage data, consult users and run tests. Security and ease of use will also represent a key measure of success for our project.

Background Information

To develop our project, we will take advantage of our existing knowledge of Web development, UI and UX design, database management, and will incorporate techniques and knowledge from other areas like Mobile development, auction systems, payment systems, among others. We have identified similar solutions to the different components of our platform in platforms like Google Maps, Trip Advisor, Yelp, eBay, Etsy, Google Arts & Culture, etc. We will leverage solutions like the Google Maps API, Barcode scanning libraries (for QR codes), and solutions for handling credit card preauthorization.

Some of the biggest challenges for our project will be related adding the payment system and ensuring security for transactions made through the app. For this reason, A^3 will require advanced knowledge in handling online transactions and auction systems. Thankfully, we have available the expertise of Stephen Lange Ranzini (project sponsor, President & CEO of University Bank), and his team at the bank in order to guarantee a secure and fully functional art commerce system. Some of the experts that we might consult are representatives of the following financial services: Visa, MasterCard, Galileo Processing, Maestro and Cirrus.

In addition, another challenge will come from making the app work for all different types of mobile devices. We expect that the main technical hurdle for our team will be IOS and Android development, developing a BaaS system and integrating the mobile front ends with that backend, and getting access to and integrating a payment tool.

Team Members, Skills, and Organization

Jack Callahan - Computer Science. Key strengths include ability to quickly learn new technologies and experience collaborating with small teams in a similar environment. Also has exposure to most of the web and backend technologies that will be used in this project.

Kalyn Dai - Computer Science. Able to pick up concepts, new technology and programming language. I work well in a team environment, best with paired programming. General experiences with web frontend, backend and security. In addition, I have experience with designing infrastructure for applications since summer 2017.

Laura Huang - Computer Science. General experience with frontend and backend (though I prefer backend). Previous projects involved Python scripting, a lot of OO programming, and using various APIs. Strengths include learning new languages through context and working in a team environment.

Diego Rojas Salvador - Computer Science. I work well in team environments and have the skill of quickly learning new technologies. I have worked on the various layers of the web development stack, but I am specialized in back-end development and database management. I have experience working as a project manager (May - December 2017).

Laura Vicinanza – Computer Science. Works well in a team with communicating and splitting up work. Always up for learning new coding techniques, languages, and styles. Can do both web front end and back end, but passion lies in front end.

For our project, we have chosen to work in a horizontal team structure. During the design and back-end development phases we will be working as a single team, and when we reach the front-end development phase we will divide the different technologies among our team members.

The following are skills that we anticipate will be essential for the development of A^3, and that none of our team members has: mobile development technologies (languages, frameworks, techniques), payment technologies, and bidding and auction systems. During the early stages of the design phase, we will start a self-education process to fulfill the technical requirements of our project.

Our group will share responsibilities for creating the backend together, and we plan to split off into two (or three) smaller groups to work on the iOS and Android (and Web) front-ends.

Project Management Strategy

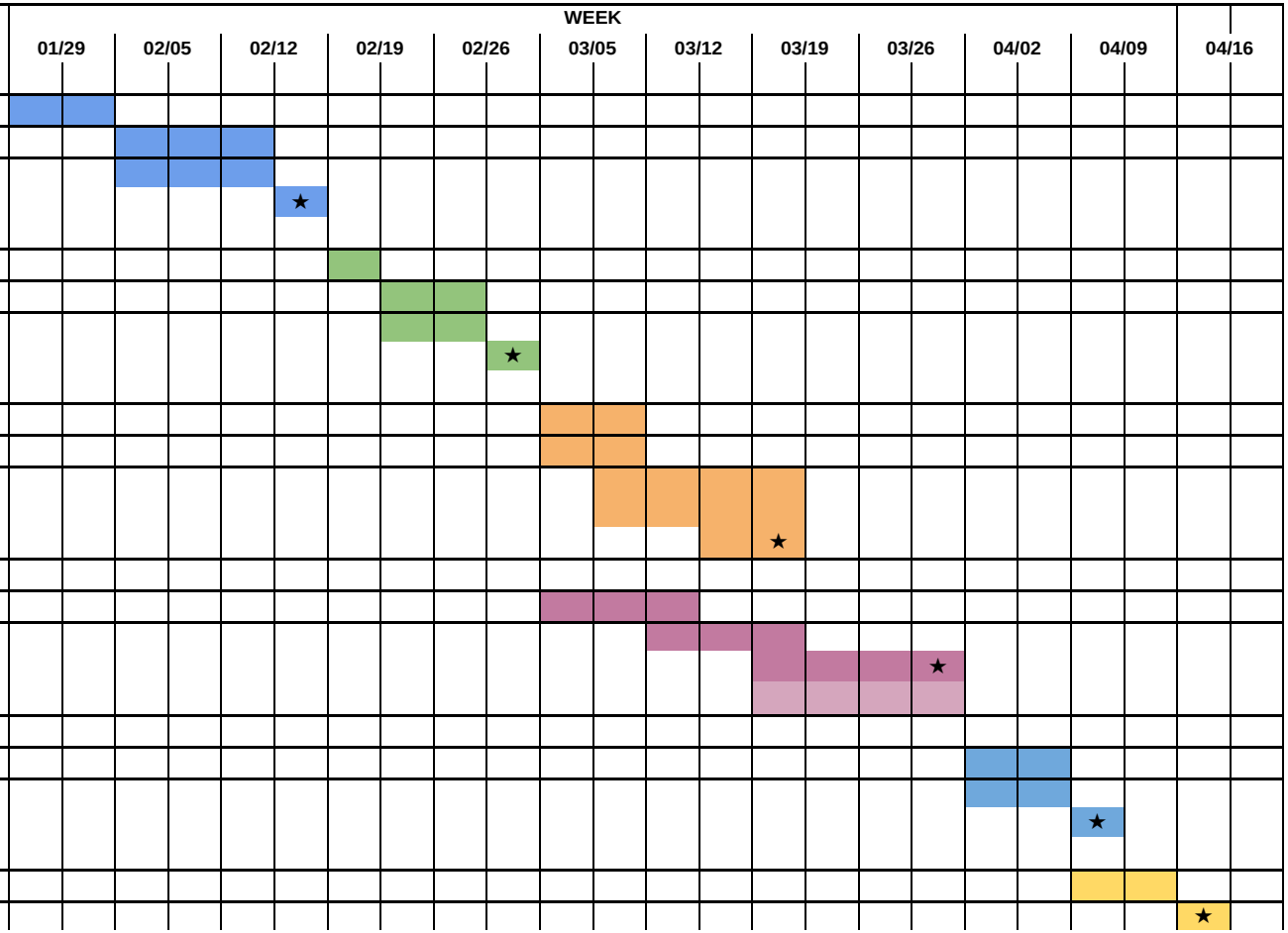
In order to help manage our project to an on-time, successful conclusion, we decided to incorporate the following tools/techniques: GitHub, Trello, Slack, Google Drive, virtual environments. GitHub will be used to make sure our code is up to date and consistent across all developers; Trello will be used to keep track of tasks (with priorities) and bugs, allowing all of these to be assigned to different people with the corresponding due dates; Slack will be used for internal communications; Google Drive will be used as our central storage space for other types of documents; and virtual environments will be used to guarantee that our work is consistent across platforms. For the most part, our team has experience using these tools. The levels of experience vary for each tool but learning to use these tools will not be an additional task.

We will be holding bi-weekly meetings with our client, and we plan to present our progress and adjust our expected timing/scope of the Milestones during these meetings.

Diego will assume the role of Project Manager. During the Summer of 2017, he worked as Project Manager of a team of 5 interns that worked on two different projects. Through that experience he developed skills related to agile development, scrum, and project management tools and workflows. If Diego becomes extremely busy, he will assign certain management tasks to other members.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
18	Mobile - Android	14	03/19	04/01
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Literature and Technology Review

Mapping Tools:

One of the key components of this project is the use of mapping tools to display local artwork relative to the user's current position. To avoid reinventing existing technology, our group plans to leverage an existing API for this functionality. After examining several technologies, the three that stand out the most are Google Maps, OpenLayers, and Foursquare.

The most popular technology for embedding maps into apps is currently Google Maps. Created nearly 13 years ago, Google Maps offers a variety of different APIs, several of which could potentially be of use for A^3. This includes the Directions API, which calculates distance between locations for various modes of travel as well as provides specific directions for the fastest route between locations, while considering current traffic. This could be useful in recommending nearby artwork to users, as well as helping them navigate to any artwork they discover through the app. Google Maps also offers the Places API, which allows users to search for a location and receive details about it. This API could be used to provide details for the locations that display artwork for A^3, as well as the artwork that is displayed. Finally, Google offers a maps API for Android, which provides tools specific to Android development, which would make it easier to integrate maps into the Android portion of the app.

There are several factors to examine when considering Google Maps. Although the Google Maps has a special API for ease of integration into Android and web apps, the same cannot be said for IOS apps. Since A^3 will likely need all three, this is a principal factor. However, Google Maps does provide an SDK for IOS apps, as well as sample code for use in both Swift and Objective C (the two foremost languages for IOS app development). Another thing to consider is the user experience. Since Google Maps is such a well-established technology, most users will likely be familiar with how it works already, which will make it easier for them to use the App. The Maps APIs are also both well-documented and well-maintained, as they are updated regularly and provide organized documentation and code samples that will be useful when developing the apps. The major downside to using Google Maps for this project is that it has limited free usage. Only the first 25,000 requests per day are free and after that they are $.50 per 1000 requests. While 25,000 seems like a lot of requests and the pricing is not particularly expensive, it is something to consider since the app will likely be free to use, and long-term goals include expanding its usage to the entire nation.

Although no other Mapping tool is nearly as popular as Google Maps, another possible tool could be OpenLayers. This high-performance JavaScript library has a modest following, primarily because it is an open source technology, so it is completely free to use. OpenLayers also features comprehensive documentation with several resources built to help developers, such as basic and advanced tutorials and code fragments that are easy to include in an already working app. Even though it was originally built only for websites, the framework has since expanded so that it supports mobile usage. OpenLayers also includes frameworks for parsing data from several other mapping libraries and APIs, which makes it easier to use when transitioning from a different tool.

When considering OpenLayers, especially versus Google Maps, the most important thing to consider is that it is open source. As mentioned previously, it may become expensive to use the Google Maps API depending on how popular the app gets, especially if it is expanded to major cities around the country. There are two major downsides to OpenLayers. The first is that it is not built for use in the current mobile development languages. Even though it is still possible to use OpenLayers in mobile development, it is more difficult to integrate than Google Maps is. The maps are also slightly less detailed than Google Maps, which include nearly every location in Ann Arbor (although this is not necessarily a concern, since A^3 will likely be adding

the locations where art is displayed to the map directly). Even though OpenLayers is relatively easy to use, most users will likely notice a few differences between it and Google Maps, which could be a downside from a user-experience perspective.

A third technology that could be useful is the Foursquare API. Foursquare is an app that allows users to explore their local area for food, shopping, and tourist attractions. Although it provides similar functionality to other mapping APIs, the major distinction between this API and the previous ones is its connection to the Foursquare database. This means that many of the art galleries and shops A^3 will display art in will already be available in the database and will already have descriptions that A^3 could leverage. Like the previous APIs, Foursquare is also well-documented, which would make it easier to use from a development standpoint. Although the technology is available for free to Non-Commercial Applications, there is a limit to the number of free calls per day. These are capped at 100,000, with no more than 5,000 of these allowed in one hour.

As mentioned previously, the major upside to using Foursquare would be the ability to use its large database of places, which would likely include most, if not all the places where art will be displayed for A^3. However, A^3 would likely need to purchase an Enterprise License to use the technology, since it is a Commercial Application. The other major downside to this technology is that its future is not guaranteed. Although it is currently being maintained and has a small community following, Foursquare's future is not as secure compared to either of the other two technologies. If the company were to go out of business, A^3 would likely need to replace its mapping tool with a different technology.

Although there are many mapping technologies, the ones discussed above have the most to offer for A^3. Other technologies include Bing Maps and Open Street Maps, which were not discussed in this analysis due to significant overlap with the previously explored APIs. Moving forward, A^3 should likely use either Google Maps or OpenLayers. Both technologies are efficient and easy-to-use, while providing the functionality that the app requires. Depending on the expected usage of the app, A^3 will need to weigh the value of having an open source solution versus a solution that is easier to develop and has a slightly better user experience.

Online Art Industry:

In contrast to the traditional method of paddle bidding, where the highest bidder wins the item if no one else wishes to outbid them, online auctions are time-dependent, meaning the bidding stops when the time limit runs out.

When researching about the online art industry, there are a lot of key terms that we had to explore like reserve price, pre-sale estimate, etc. This jargon is important when dealing with our application when it comes to online bidding. Reserve price is the lowest price an artist or the auction is willing to sell it for. If the final bid is lower than the reserve price, then the art does not sell. In the case this happens, this is a negative when measuring performance for our app because either there are not enough users using our app to bid, or because of the application design or the art selection.

Pre-sale estimate is the range that the auction house believes a piece will sell for. As developers, we don't have to worry about calculating estimate prices, however, curators select their estimate price based on how well-known artists are or in our case, how successful past sales of comparable art have been. Having a page of users who are likely bidders (based on past activity), and the users' transactions would help curators estimate a good pre-sale estimate price (Art Business). For most online auctions, the reserve price is hidden from bidders, so our application would most likely hide that from normal users but available for curator accounts.

General competing applications with A^3 include big apps like Artsy and eBay where they do more than just art auctions. Focusing on Artsy – they consolidate ongoing auctions that are showcased in a physical place. It is considered a business to seller application, which gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding. While this may be very convenient, our goal for the A^3 app is not to be convenient for users but to promote Ann Arbor artistic culture. In addition, the design of having certain auctions open at a certain time (for A^3 it would be every trimester) is a good design feature. Users could see how long a certain auction would open for and when they open. Users could also preview the art via photo only which could help them determine if they wanted to bid on it later. The bidding price and styles would depend on the certain auction house that the event was sponsored by.

Another competitor is the well-known eBay website. eBay has an online auction that is seller to seller – thus a business is not the one displaying the art. This means this is a purely online auction with no way to view a product in person. The most interesting feature of eBay is how they set up their bidding system. Users can set the maximum price they are willing to pay for an art piece and then eBay automatically puts in the lowest amount (consider that it is lower than their maximum price willing to pay) and if the bid gets overrun, eBay automatically increments the user's bid (again lower than the given maximum price willing to pay) to keep the user as the highest bid. This is done in the best interest of the user because they may end up paying less than they are willing to pay.

Solutions that Artsy incorporates inside of their applications that would be beneficial to consider for A^3 include minimum bids, bid increments and giving a preview of auctions that have not been opened yet. According to Charity Auctioneer, the best rule of thumb is to start the auction bid at 40% of the estimated worth and increment by 10% after hitting each benchmark price. A^3 should incorporate different accounts for curators, juries, artists, and buyers – aside from an admin account. Certain features will be applied to different account types and the features will be targeting making the user's role easier.

For example, the curators and artists will have some sort of feature that will be able to calculate estimate prices and bid increments for them to ensure for accuracy since for online bids, accidental bidding occurs with typographical mistakes. In addition, adding eBay's unique bidding process of acting in the user's best interest is a good addition to the application/website to A^3. This will help first time bidders feel more at ease, however A^3 should have an option to do this kind of automatic incremental bidding that the user can check.

In addition, See Saw is a gallery guide similar to A^3. It uses the IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows. See Saw earns its revenue by having galleries/artists paying to be featured on the platform and place better in the search results.

Payment/transactions
Options for integration:
Galileo **https://www.galileoprocessing.com/**
Offers platform/API for payment processing (debit and credit), more flexible/customizable:
https://sandbox.gpsrv.com/auth/login

Galileo allows you to test in their sandbox, which simulates a live operating environment and includes tools for authenticating users
This will be a useful interface that will allow us to organize and accept payments on our end in a way that best suits the flow of our payment/bidding process, without having to worry about the actual transactions
API includes many options, such as:

- Create accounts
- Assess fees
- Debit and credit account balances
- Modify account and card statuses
- Add payment devices
- Get transaction histories
- Modify customer details
- **Create ACH (see below)**, bill payment and other transactions

PayPal
https://developer.paypal.com/docs/classic/paypal-payments-standard/integration-guide/pps_integration/
Another option is to integrate a PayPal button into our HTML, which can securely accept credit card, debit card, and PayPal payments from any mobile device, tablet, or PC

ACH (Prenotes)
https://fin.plaid.com/articles/what-is-ach
https://fin.plaid.com/articles/the-basics-of-achbl
ACH payments are electronic payments that are created when the customer gives an originating institution, corporation, or other customer (originator) authorization to debit directly from the customer's checking or saving account for the purpose of bill payment. In other words, ACH payments are typically cheaper to process and easier for consumers to deal with than credit card transactions (thought a bit slower). In order to use prenotes, we would need to partner with a bank that offers ACH transactions because only banks can initiate them. University Bank could provide this functionality.

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Ann Arbor Art (A-Cubed or A^3) App

User Requirements Document

John Callahan (jocallah) | Kalyn Dai (kdai) | Laura Huang (huangla)
Diego Rojas Salvador (darojas) | Laura Vicinanza (lavici)

Project Content & User/Stakeholder Info

Brief introduction of the project & high-level benefits

Ann Arbor Art (ACubed or A^3) App is a platform that will promote the work done by local artists and invigorate the local art scene, by exposing it to the broader Ann Arbor (A^2) community. In addition, the project will facilitate the buying and selling of local art by allowing the users to bid for art they discover through our app.

This project was conceived due to the lack of opportunities and incentives for artists in A^2. A committee, led by Stephen Lange Ranzini, was formed in late 2017 to come up with possible solutions to vitalize the local art community. This platform is meant to be the channel through which key stakeholders discover local artists and inject money into the art community of A^2.

Our short-term goals are to develop a fully functional app and accompanying website, which will include the art developed for the Ann Arbor Art juried competition, and other pieces which are exhibited in several locations around A^2. Our long-term goals are including all the art in A^2, creating a platform that is easy to maintain and curate by non-technical users, and making the app easy to expand to other cities with similar art communities to A^2. With A^3, we want to enable users to expand their knowledge of the local art community, and we can expose the treasures A^2 has to offer.

What high level benefits will this project bring to your users?

We provide users with an easier way to discover and purchase art in Ann Arbor. The interactive map will make it easier for users to find nearby art, and the ability to participate in the auction of art pieces provides a way to buy and sell art. A major goal of this app is to foster a local art community that exposes more people to art and gives local artists and businesses an art centric platform to interact with the public.

Who are the users and stakeholders that are being considered?

Our target users that we are considering can be split into three different categories: local artists, art collectors, and casual users who would like to discover the city or be more immersed in the local Ann Arbor art scene. The customers would be anyone who would like to discover art, or to purchase artwork (through our bidding system).

The primary stakeholders are Stephen Lange Ranzini, Northern Michigan Foundation and the Ann Arbor Art Commission, and the local art community in general, who are interested in the creation of this app.

Our main competitors/some similar apps are Artsy, See Saw, and Google Arts & Culture.

Expected Deliverables & Scope

Initial, or most important, deliverable

The initial deliverables are a backend framework for a curator to interact with to manage artwork, and a web-based app that provides all of the functionality described above.

Stretch goals

Potential stretch goals are reusing the backend framework to expand the app to iOS and Android.

In Scope, Out of Scope, and Secondary Scope

A single backend framework and front-end web app are in scope. In addition, our scope includes the front-end for iOS. Of secondary importance are expanding the front-end to include Android. Inside of our backend, our scope includes the ability for bidding transactions and mapping art in Ann Arbor. While expanding the project to different cities is something that will be considered when designing the app (it should be modularized so that only the data needs to change if the city changes), actually implementing it for other cities is out of the scope of this project. Some non-essential features such as OCR technology and tracking (for art security reasons) are considered out of scope of this project as well.

Relevant background context to deliverable

We plan to employ the listed technologies:

For Backend: MySQL Database and Python
For Frontend: Objective-C / SWIFT / React JS
Mobile Payment Technology for VISA, MasterCard, and alike. Maybe add PayPal.

Competitive Products or Similar Solutions

Google Art & Culture: Google App, it is an application that consolidates all art and cultural pieces in the world into one application. In addition to consolidating art, there are articles on art history corresponding with the highlighted/featured artwork that gets updated regularly. The app allows users to find where galleries and museums are located, though there doesn't seem to be any buying or bidding of art on the app itself.

Directly from 'Project Planning Document' -

Artsy: "they consolidate ongoing auctions that are showcased in a physical place and is considered a business to seller application. They are an application that gets sponsorships from major live auction houses around the world, so users don't have to travel to participate in bidding."

See Saw: "See Saw is an IOS app that tracks contemporary art galleries in New York, Los Angeles, Berlin, London, and Paris with a custom map. Users search for artists and galleries, find shows, map their routes, and browse by neighborhood. Users can also view exhibition images, have the latest exhibition info and press releases from the galleries. The app tracks data like the hours, site and contact info for each gallery as well as the current openings and ones that are closing soon. Users can share exhibition info with friends. There is also an Editor's Picks page for popular exhibitions, under-the-radar recommendations, and critically acclaimed shows."

Content Experts we plan to engage with throughout the project

We will be talking with experts in mobile payment in order to integrate the transactions for bidding into the application. As for uploading art, that process will involve engaging with art curators and directors with knowledge in the curation process.

High-level, Prioritized User Requirements Table with Target Values

Use cases

Buyer: someone looking to purchase local art using the app
Explorer: someone looking to find art near them and explore the city
Finder: someone who encounters a piece of local art and wants to learn more about it, and possibly purchase it.

User Requirement	Priority	Specification	Measurement Methodology
Art Map (explorer, buyer)	1	Display locations with available artwork in proximity to user	Accurately matched locations
Art Generalization Search (explorer, buyer, finder)	1	Searches all artwork in the database for keywords in the title and description.	Accurately displays all artwork that pertain common strings of the search.
Credit/Debit Card Transaction (buyer)	1	Makes a successful transaction to block money from user's card when they want to bid on art. The blocked money should be transferred upon user's winning the auction.	Checking to see if money is actually blocked and transferred from an account. The process should be secure.
Adding Art Collection and Details (curator/admin)	2	Allows a special account (and only the special account) to add artwork and its details like artist, price and/or starting bid, location, etc.	Test with dummy art pieces and see if a normal account can view the new dummy art after details are made.
Art Recommendation Via Location	2	Gives more artwork closer to the user's location or to a selected artwork	Check if recommended selections that show up are indeed one of the closest to target. If a more suitable artwork is expected to be selected then it isn't working.
Information Retrieval about Artwork by ID	2	Allows artwork to be found by looking up the printed ID (alphanumeric or QR Code, if possible) found next to the piece.	Correctly pull up relevant information about the piece, i.e. artist bio, background, date, buying options
Art Recommendation Via Categories	3	Gives more artwork in correspondence with same type of artwork/styles.	Same as above with the addition of adding to see if selected work shares same category labels.
Art Filter for Search (finder, buyer)	3	Displays all artwork that has matching tag descriptions along with other search strings like genre, etc.	Accurately displays all artwork with corresponding tags.
Account Creation	4	User is able to make account to hold billing information, favorite artwork, etc.	Test with account dummy with fake credentials to see if account creation works correctly.
Favorites (buyer, finder)	5	Saves user's favorite artwork	Test with fake users and their corresponding favorites.

Project Management Strategy and Plan Update

Updated Team Organization

Our team's organization and project management strategy have no major changes since the Project Planning Document submission. Diego is still our Project Manager and we still plan to hold bi-weekly meetings with our client to present our progress and adjust our Gantt Chart with timing scopes of when things are expected to be completed.

Our team plans to work on things in groups. This means that we as a collective whole are responsible for all areas of the project.

Team Meetings

Our regular team meetings are 2-3 and 4-5 on Monday & Wednesday. Depending on where the team is currently on in our schedule, we will add more meetings accordingly.

Communication & Accountability

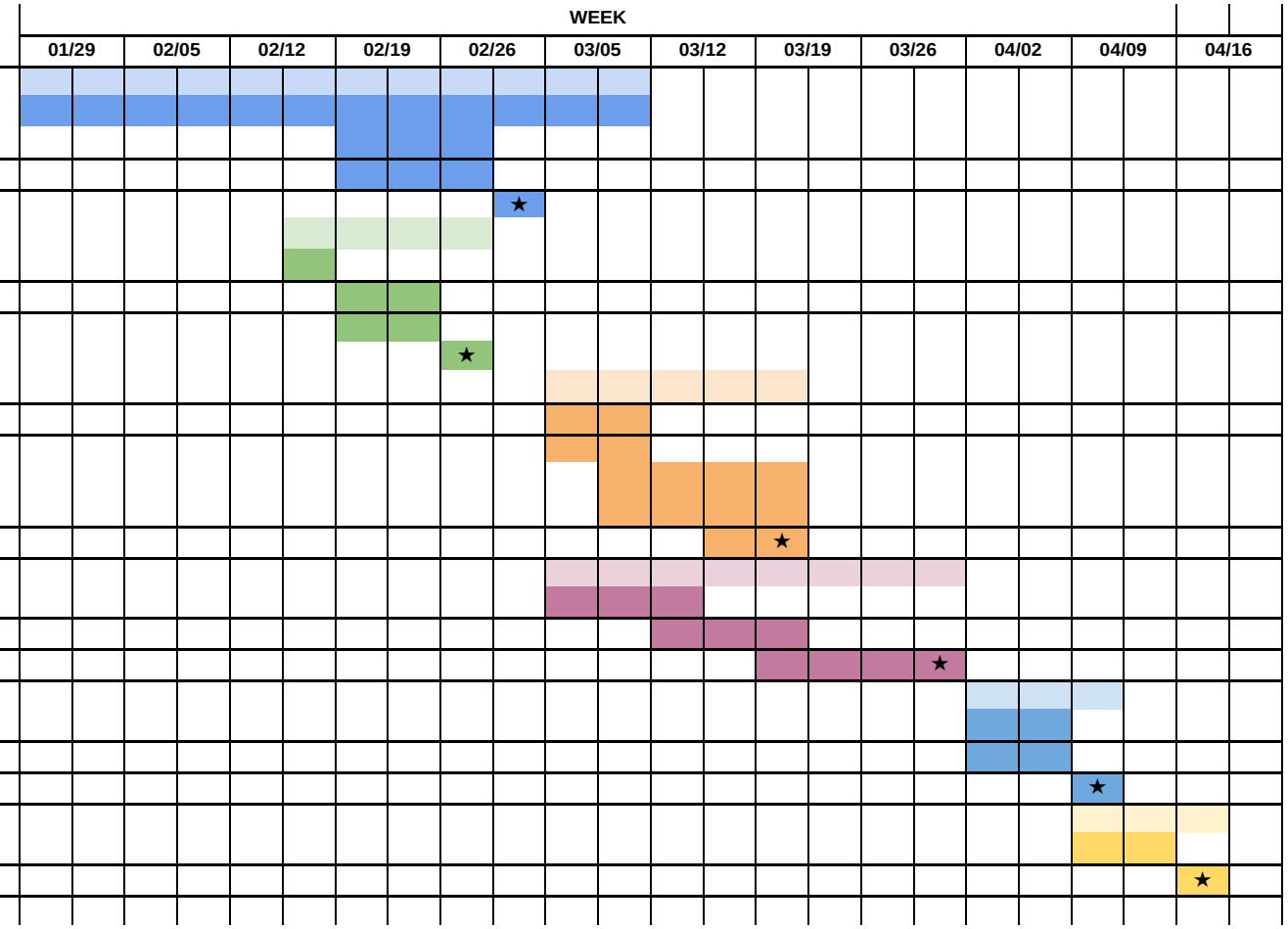
Our primary communication method is Group Me and Slack. To keep each member accounted for in certain tasks, we decided to keep a Trello board and update it with responsibilities.

Updated Gantt Chart

Our updated Gantt Chart is on the following page.

Gantt Chart

ID	TASK NAME	Duration (days)	Start	End
	Design I			
1	Organization / Self-education	7	01/29	02/04
2	Interviews	10	02/05	02/14
3	Interpretation Sessions	10	02/05	02/14
4	Data Consolidation & Visioning	4	02/15	**02/18**
	Design II			
5	Storyboarding	2	02/19	02/21
6	User Environment Design	7	02/21	02/28
7	Database Structure Design	7	02/21	02/28
8	Mockups / Prototypes	2	03/01	**03/04**
	Back-End Development			
10	Curation processing system	7	03/05	03/11
11	Search system	7	03/05	03/11
12	Auctioning system	14	03/08	03/21
13	Transaction system	14	03/08	03/21
14	Systems Integration	7	03/15	**03/21**
	Front-End Development			
15	Web - Curator	10	03/05	03/14
16	Web - General User	10	03/12	03/21
17	Mobile - iOS	14	03/19	**04/01**
	Testing			
19	Unit Testing 2	7	04/02	04/08
20	System Testing	7	04/02	04/08
21	Final Evaluation	1	04/09	**04/10**
	Wrap Up + Final Reporting			
21	Project "Freeze" Date	7	04/09	04/15
22	Demo	1	04/16	**04/16**



Primary Persona

Details

Name: Alice Lloyd
Age: 29
Occupation: Architect
Family: In a relationship but not married
Location: Ann Arbor, MI
Character: Adventurous

Quote

"The local art community should be something that is accessible with the click of a button"

Bio

Alice Lloyd (29) is a millennial from right outside Chicago who has just moved to Ann Arbor. She is an architect that works downtown. She's pretty tech savvy and has an app for seemingly everything on her IPhone. Alice has already discovered the Kerrytown farmers market where she buys avocados for her avocado toast and listens to WCBN. She's an avid hiker. She would like to become more involved in the Ann Arbor community, but she is new to the area and doesn't know where to start.

Goals

- Discover local artwork
- Have an app that is cool to show off to her friends
- See prices on artwork available through the app and potentially purchase artwork she finds to be special

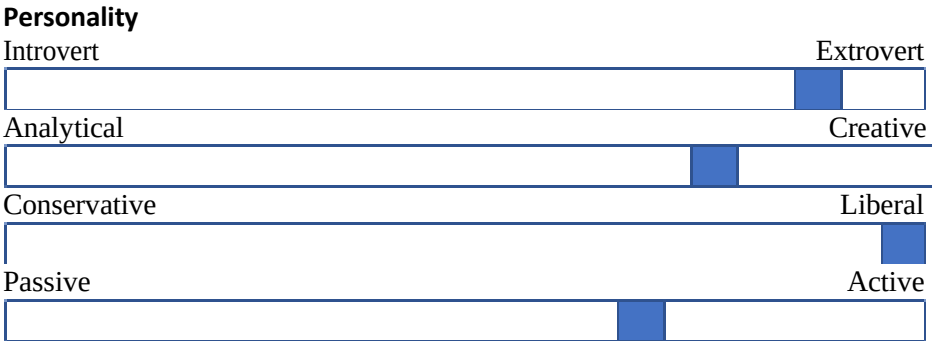
Frustrations

- Not being able to access things on her mobile devices
- Getting recommendations for things that are far away from her current location
- Wants a map that shows where local artwork is

Traits

- Technically savvy
- Social
- Adventurous

Personality



Motivations

Adventure

Social Activity

Community Involvement

Technological Achievement

Preferred Technologies

IOS/Android App

Web App

Website

Physical Medium

Bloomberg Art Challenge
Ann Arbor Rotating Art Gallery Budget

		Cost	Source
Project Management			
Implementation	$	100,000	In-Kind Ranzini
Post-Implementation:			
Artistic Director: 2 Years Salary	$	180,000	**Bloomberg**
Curator / Webmaster: 2 Years Salary	$	180,000	**Bloomberg**
Tax & Accounting	$	40,000	Bloomberg
Technology			
Website, App Frames, Objective-C / SWIFT / React JS	$	100,000	In-Kind U-M CS
MySQL Database and Python programming	$	150,000	In-Kind U-M CS
IOS App	$	50,000	**Bloomberg**
Android App	$	50,000	**Bloomberg**
QR Code Implementation	$	25,000	**Bloomberg**
Phase 2 Project Expansion:			
Expand Catalogue Across U-M & City	$	25,000	**Bloomberg**
IoT Tracking & Alarming of Art Installations	$	50,000	**Bloomberg**
Merchant Acquiring APIs (Debit/Credit Cards)	$	24,000	**Bloomberg**
Big Data Analytics for Marketing & Optimization	$	40,000	**Bloomberg**
Technology Contingency	$	39,600	**Bloomberg**
Design			
Logo	$	5,000	In-Kind Hutchins
Implementation			
Legal	$	10,000	In-Kind Nielsen
Insurance	$	10,000	**Bloomberg**
Install Museum Quality Hanging Systems			
50 Locations @ $500 each	$	25,000	**Bloomberg**
25 Statue Locations @ $1,000 each	$	25,000	**Bloomberg**
Third-party required labor (electricians & etc.)	$	15,000	**Bloomberg**
Google Ads	$	20,000	In-Kind Google
Facebook Ads	$	20,000	**Bloomberg**
Direct Mail / Email Marketing: 10x 1,000 @$2.50 each	$	25,000	**Bloomberg**
Juror Prize: 2 Years	$	50,000	**Bloomberg**
Artist Prizes: 2 Years @ 9x $2,500 each	$	45,000	**Bloomberg**
Ann Arbor News advertising	$	20,000	**Bloomberg**
Ann Arbor Observer advertising	$	20,000	**Bloomberg**
Project Implementation Contingency	$	41,400	**Bloomberg**
Bloomberg funded:	$	1,000,000	
In-Kind funded:	$	385,000	
Total Project Cost:	$	1,385,000	

Comments

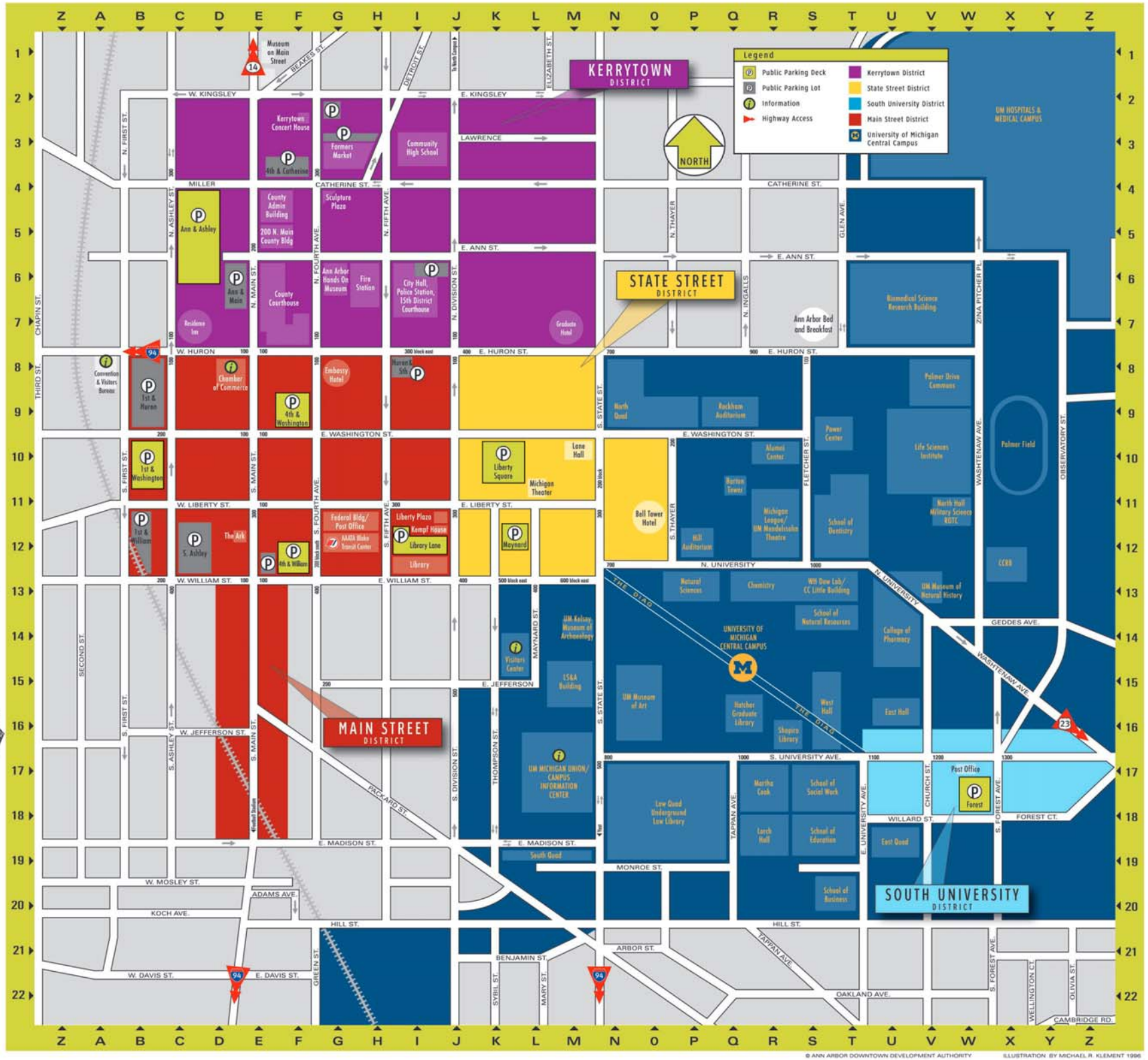
Retail businesses usually take 2 years to reach full market penetration.
It likely will take two years to break-even.

Initial version will have App functionality only but not platform specific apps.
Initial version will have App functionality only but not platform specific apps.
Initial version will have tag ID numbers functionality only.

Transportation and extra labor cost.
To reduce theft and insurance costs, small tracking devices are required.
This is required to integrate & automate the bid payments to the database.
This will help to maximize revenue per app user & help set auction reserve prices.
All Future IT work will be purchased from outside IT vendors.

Art work on display and being transported or shipped must be insured.

It likely will take two years to break-even.

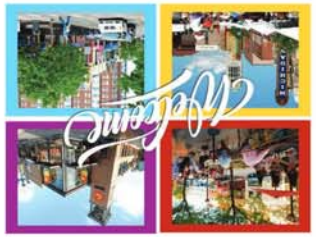


© ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY

ILLUSTRATION BY MICHAEL R. KLEMENT 1996

ANN ARBOR Downtown

DOWNTOWN ANN ARBOR VISITOR MAP



We invite you to discover a downtown dedicated to the art of great living!

FOR ADDITIONAL INFORMATION:

Ann Arbor Area Convention and Visitors Bureau
(734) 995-7281 • www.visitannarbor.org

Republic Parking
(734) 761-7235 • www.rpsa2.com

City of Ann Arbor
www.a2gov.org

University of Michigan Campus Info
(734) 764-INFO (4636)
www.campusinfo.umich.edu

The Ride
(734) 996-0400 • www.theride.org

Visitor map brought to you by the Ann Arbor Downtown Development Authority
(734) 994-6697 • www.A2dda.org

From: Schopieray, Christine
To: "Allison Buck"
Subject: RE: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Wednesday, March 28, 2018 10:17:00 AM

My apologies Allison, juggling way too many balls at the moment. Please let me know if you now have 10 proposals including Heidi Kraepel & Stephen Ranzini.
Thanks,
Christiine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Wednesday, March 28, 2018 9:56 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Re: FW: Bloomberg Art Challenge - MOBILE A2 ART

Christine,

I already have this one. You sent it to me as proposal #10.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Wed, Mar 28, 2018 at 9:19 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> 1st proposal
>
> Christine Schopieray
> Executive Administrative Assistant
> Mayor's Office
> City of Ann Arbor
> 734-794-6161 ext. 41602
>
> ---
>
> **From:** Bob Miller [mailto:[redacted]
> **Sent:** Thursday, March 08, 2018 7:43 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Bloomberg Art Challenge - MOBILE A2 ART
>
> Please see attached pdf with my proposal for the Bloomberg Art Challenge.

bob miller

[redacted]

From:	Schopieray, Christine
To:	Harrison, Venita
Subject:	FW: Public art challenge
Date:	Wednesday, March 28, 2018 11:12:00 AM

Good morning Venita,
Please read the email below and advise if we will still accept Ms. Fisher's application for the Bloomberg Art Challenge. If so, I will make a copy of her proposal for review later today.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: donna@clayfisher.com [mailto:donna@clayfisher.com]
Sent: Wednesday, March 28, 2018 11:08 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Public art challenge

Venetta (spelling!) called me yesterday per Councilwoman Bannister's suggestion to let me know about the Public Art challenge. I think she told me I might still be able to apply? The A2 gov website was down all day yesterday, tho, so I was not able to find out the details.

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Please let me know if my proposal can still be accepted. If not, I will apply for funding elsewhere but will still coordinate with A2 gov.

Cheers,
Donna Fisher

Donna Fisher
Clayfisher Studio
2513 Tapio Circle
Ann Arbor MI 48105
[redacted]

From: Allison Buck
To: Schopieray, Christine
Subject: Re: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Wednesday, March 28, 2018 11:17:14 AM

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Allison Buck

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> **Subject:** Bloomberg Art Challenge - MOBILE A2 ART
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> Please see attached pdf with my proposal for the Bloomberg Art Challenge.
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> bob miller
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> [redacted]
>
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From: Schopieray, Christine
To: "Allison Buck"
Subject: RE: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Wednesday, March 28, 2018 11:20:00 AM

Hi Allison,
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From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	RE: Public art challenge
Date:	Wednesday, March 28, 2018 11:25:32 AM

Yes, please. I believe we should as this would be a via option for her to at participate.

Thank you.

From: Schopieray, Christine
Sent: Wednesday, March 28, 2018 11:12 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: Public art challenge

Good morning Venita,
Please read the email below and advise if we will still accept Ms. Fisher's application for the Bloomberg Art Challenge. If so, I will make a copy of her proposal for review later today.
Sincerely,
Christine

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Donna Fisher
Clayfisher Studio
2513 Tapio Circle
Ann Arbor MI 48105
[redacted]

From:	Schopieray, Christine
To:	"donna@clayfisher.com"
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, March 28, 2018 11:33:00 AM
Attachments:	Bloomberg Challenge Factsheet.docx Bloomberg Ltr 2018.pdf Phase One Application.pdf

---

Donna ,
Please fill out the application and return to us no later than 1:30pm today.
Sincerely,
Christine

Dear Artist,

I am excited to announce that Bloomberg Philanthropies has invited Ann Arbor to participate in their Public Art Challenge. This is for proposals for temporary public art projects and Bloomberg will donate up to $1 million each to three cities.

The deadline is short and I need your help to make a submission. Please activate your network of artists and submit a brief proposal outline by March 26. The finalist will be selected by March 28, and you will have until April 11 to complete the phase one proposal for submission.

Proposal outline should include:
1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference it will make for Ann Arbor.

March 26: Deadline for proposal outlines - send pdf to CSchopieray@a2gov.org

Find attached some resources but also please visit Bloomberg Challenge to learn more about winning strategies.

This opportunity will require creativity and organization, and although the bulk of the application will of course need to be devised by the proposing artist, we in City Hall stand ready to help. Christine Schopieray, my Administrative Assistant, (CSchopieray@a2gov.org or 734-794-6161 ext. 41602) will direct you to the right person on staff to answer any questions you might have.

I look forward to your ideas.

Sincerely,
Mayor Christopher Taylor

Bloomberg Challenge Factsheet

Timeline

March 5: begin outreach to organizations that could potentially submit a proposal outline that includes:

1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference if will make for Ann Arbor.

March 26: Deadline for project outlines

March 28: Task force will select finalist and request a compete proposal

April 11: Final proposal reviewed and refined by taskforce

April 16: Council ratification of proposal

April 19: Proposal submitted with letter from Mayor

Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

Taskforce: review proposal outlines and select finalist; refine final proposal submission

City Council: endorse effort and promote collaboration

Art Commission: lead taskforce and refine proposal for submission, promote collaboration

Resources

https://publicartchallenge.bloomberg.org/

Bloomberg
Philanthropies

February 15, 2018

Mayor Christopher Taylor
City of Ann Arbor
Guy C. Larcom, Jr. Municipal Building
100 North Fifth Avenue
Ann Arbor, MI 48107-8647

Dear Mayor Taylor:

It is my pleasure to invite you to participate in the 2018 Bloomberg Philanthropies Public Art Challenge, helping cities address major challenges by activating their creative communities.

We are looking to support innovative temporary public art projects that demonstrate close collaboration between city government, artists, and cultural organizations. At least three cities will be selected to receive up to $1 million each for projects that enhance the local economy, civic identity, and residents' quality of life.

During the first Public Art Challenge, launched in 2015, Bloomberg Philanthropies worked with mayors on four transformative projects in Gary, IN; Los Angeles, CA; Spartanburg, SC; and a consortium of Albany, Schenectady and Troy, NY. This year's initiative builds on the success and momentum of our inaugural program as we seek a new round of opportunities to support municipal innovation, strengthen public-private partnerships, engage communities, and enrich the vibrancy of U.S. cities.

For more information on the initiative and how to apply, visit publicartchallenge.bloomberg.org. Each application requires a partnership between an artist or arts organization and the host city's mayor, so your leadership is essential. The deadline for submission is Thursday, April 19, 2018.

I hope you will be part of this exciting program. We look forward to receiving your submission, and encourage you to contact Anita Contini at (212) 205-0222 or publicart@bloomberg.org with any questions.

Sincerely,

Patricia E. Harris

Patricia E. Harris
Chief Executive Officer

PEH:jr

25 East 78th Street, New York, NY 10075

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.

Mailing Address

City Hall Street Address

City

State
<Select One>

Zip Code

Population

Website

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Month and year current term ends (mm/yy)

Eligible for another term
Please enter "Yes" or "No"

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Prefix
<Select One>

First Name

Middle Initial

Last Name

Email

Phone

Application Details

4. Project Information

4. Project Information

Proposed Project Title

Proposed Project Description
(300 words maximum)

Civic issue being addressed
(50 words maximum)

Proposed Project Date Open to the Public

Proposed Project End Date

Total Project Costs

Total Committed Funds, if any, as of March 2018
Enter $0 if no funds have been committed

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

5. Project Location(s)

Please select the city(s) that will benefit from this project.
Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.
(200 words maximum)

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?
Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.
(200 words maximum)

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?
(200 words maximum)

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.
(200 words maximum)

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?
(300 words maximum)

How do you plan to engage communities impacted by this project during its planning, development and implementation?
(300 words maximum)

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.
Please list each entity on a separate line. (200 words maximum)

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

How will you assess the impact of this project?
(250 words maximum)

Name the partner(s) you plan to work with on this assessment.
Please list each entity on a separate line. (150 words maximum)

From: Allison Buck
To: Schopieray, Christine
Subject: Re: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Wednesday, March 28, 2018 11:43:44 AM

---

great! See you soon.

Allison Buck

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1st proposal

Christine Schopieray

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734-794-6161 ext. 41602

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Subject: Bloomberg Art Challenge - MOBILE A2 ART

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bob miller

[redacted]

[redacted]

From: Schopieray, Christine
To: "Allison Buck"
Subject: RE: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Wednesday, March 28, 2018 11:48:00 AM

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Christine

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[redacted]

From: Allison Buck
To: Schopieray, Christine
Subject: Re: FW: Bloomberg Art Challenge - MOBILE A2 ART
Date: Wednesday, March 28, 2018 12:00:16 PM

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bob miller

[redacted]

[redacted]

From: Lazarus, Howard
To: Higgins, Sara; Schopieray, Christine
Subject: FW: Bloomberg kudos!
Date: Thursday, March 29, 2018 8:06:41 AM

FYI.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

From: Lazarus, Howard
Sent: Thursday, March 29, 2018 8:06 AM
To: 'John Kotarski' <kotarski@pobox.com>
Cc: Taylor, Christopher (Mayor) (CTaylor@a2gov.org) <CTaylor@a2gov.org>
Subject: RE: Bloomberg kudos!

John:

Thank you for your enthusiasm and support. However, I urge you to exercise caution as your e-mail below appears to direct City staff. I remind you that the burden of preparing the final proposal lies with the selected finalist and not the City. Kindly note we do not have a dedicated grant writer on staff, so while we may review the application the finalist must put its best foot forward without significant assistance from City staff.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

From: John Kotarski <kotarski@pobox.com>
Sent: Tuesday, March 27, 2018 1:44 PM
To: Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Higgins, Sara <SHiggins@a2gov.org>; Allison Buck <allisonlbuck13@gmail.com>; David Esau <desau@cdiarchitects.com>
Subject: Bloomberg kudos!

I think it is important to recognize the incredible impact the city has made on the creative community Ann Arbor. My understanding is that the city has received several (more than two!) proposals and Ann Arbor received media coverage in major media markets - job well done!

The total credit goes to **Christine Schopieray.** Christine turned the Mayor's email around within a couple of hours - Awesome! I along with other art commissioners heard positive feedback from a number of artist. This exceptional effort has not gone unnoticed by the art commission. Artists now know that the city can move on a dime when it counts. Well done Christine!

The next couple of days are important as well. The city committed to review and select the finalist by tomorrow (March 28). The city should have a process and criteria to do that (the city needs to demonstrate that they didn't just throw darts at the stack). The review committee is purposely small - Taylor, Lazarus, Harrison and Allison Buck (art commissioner). Allison has some ideas about process and criteria but she has limited time. Allison is a professional at this and I encourage you to use her advice (this is her tight season so use her help judiciously).

The more time that passes the less time artists will have to complete the proposal and the more complaints the city will receive (the proposal to Bloomberg has several narratives of less that 200 words). The time allotted is 14 days (March 29 - April 11). This is quick a quick turn around and Christine should do her best to manage the finalist. The better the narrative the city receives from the artist has the better the narrative the Mayor can submit (remember this is the Mayor's submission to Bloomberg - and it should be a polished as possible). The city should alert its best grant writer to step in April 12 and refine the proposal by April 16 (submission to Council).

We have the talent and we have demonstrated we can act quickly. We just need to put our best foot forward. I am absolutely thrilled with the progress to date - I hope you share my enthusiasm.

Best,
John

From: Allison Buck
To: Harrison, Venita
Subject: Winner?
Date: Thursday, March 29, 2018 8:54:44 AM

Hey Venita,

I just wanted to check in and see if you were able to tabulate the scores and if a clear winner presented itself? Anxious to hear how things shook out. Upon notifying the winner, I'd be happy to sit in on a meeting with the selected folks to talk next steps, go over the application with them etc. Will both you and Christine be the primary contacts for folks at the city?

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

From: Harrison, Venita
To: Schopieray, Christine
Subject: Bloomberg Winner
Date: Thursday, March 29, 2018 9:08:24 AM

Hi Christine.
I left the scoring sheets in your office. Please share with Mayor Taylor for sharing with group. I am out today, but in on Friday, so lets talk next steps then.

Thank you.

From: Harrison, Venita
To: Allison Buck
Subject: RE: Winner?
Date: Thursday, March 29, 2018 9:14:04 AM

Thank you. Christine or Mayor Taylor will share results with group. I've shared your email with Christine re next steps.

From: Allison Buck [allisonlbuck13@gmail.com]
Sent: Thursday, March 29, 2018 8:54 AM
To: Harrison, Venita
Subject: Winner?

Hey Venita,

I just wanted to check in and see if you were able to tabulate the scores and if a clear winner presented itself? Anxious to hear how things shook out. Upon notifying the winner, I'd be happy to sit in on a meeting with the selected folks to talk next steps, go over the application with them etc. Will both you and Christine be the primary contacts for folks at the city?

Allison Buck

"Art enables us to find ourselves and lose ourselves at the same time." -Thomas Merton

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor)
Subject:	FW: Bloomberg Winner
Date:	Thursday, March 29, 2018 12:14:00 PM

Good afternoon Christopher,
"Float" is the winner of the Bloomberg Challenge, would you like me to contact them? Please advise.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

-----Original Message-----
From: Harrison, Venita
Sent: Thursday, March 29, 2018 9:08 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Winner

Hi Christine.
I left the scoring sheets in your office. Please share with Mayor Taylor for sharing with group. I am out today, but in on Friday, so lets talk next steps then.

Thank you.

From: Christopher Taylor
To: Schopieray, Christine
Subject: RE: Bloomberg Winner
Date: Thursday, March 29, 2018 12:16:19 PM

You, plz

Christopher M. Taylor
Hooper Hathaway, P.C.
126 South Main Street
Ann Arbor, MI 48104
(734) 531-1331 (direct)
(734) 662-4426 (reception)
(734) 834-3600 (cell)
http://www.hooperhathaway.com

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-----Original Message-----
From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 12:14 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: FW: Bloomberg Winner

Good afternoon Christopher,
"Float" is the winner of the Bloomberg Challenge, would you like me to contact them? Please advise.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

-----Original Message-----
From: Harrison, Venita
Sent: Thursday, March 29, 2018 9:08 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Winner

Hi Christine.
I left the scoring sheets in your office. Please share with Mayor Taylor for sharing with group. I am out today, but in on Friday, so lets talk next steps then.

Thank you.

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor)
Subject:	Your Bloomberg proposal was not selected
Date:	Thursday, March 29, 2018 3:41:00 PM
Attachments:	Bloomberg Public Art Challenge response.docx

Good afternoon Christopher,
Can you please review the attached word document? It is the notice that I intend to send to the applicants whose proposals were not selected for the Bloomberg Art Challenge. (You have a much kinder and gentler way of softening the rejection than myself) Your help is greatly appreciated.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

March 29, 2018

Good afternoon Bloomberg Public Art Challenge Applicant,

The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.

Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.

Sincerely,

Christine Schopieray

From:	Christopher Taylor
To:	Schopieray, Christine; Taylor, Christopher (Mayor)
Subject:	RE: Your Bloomberg proposal was not selected
Date:	Thursday, March 29, 2018 3:48:31 PM

Not at all.

Launch.

From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 3:42 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: Your Bloomberg proposal was not selected

Good afternoon Christopher,
Can you please review the attached word document? It is the notice that I intend to send to the applicants whose proposals were not selected for the Bloomberg Art Challenge. (You have a much kinder and gentler way of softening the rejection than myself) Your help is greatly appreciated.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Subject: Bloomberg Public Art Challenge
Date: Thursday, March 29, 2018 3:54:46 PM

Good afternoon Bloomberg Public Art Challenge Applicant,
The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.
Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Mary Thiefels
To: Schopieray, Christine
Subject: On hoilday Re: Bloomberg Public Art Challenge
Date: Thursday, March 29, 2018 3:54:58 PM

Greetings and thanks for your note!

Your message is important to me and I will get back with you shortly. I will be away through April 3rd, and only checking email periodically.

Thank you, have a beautiful day,
Mary "Thiefs"

--

o O o O o O o
Mary Thiefels
Visual & Media Arts Manager
Neutral Zone

310 E. Washington Street
Ann Arbor, MI 48104
www.neutral-zone.org
www.treetownmurals.com
(nz) 734-214-9995 x232
(m) [redacted]

From: Schopieray, Christine
Subject: Bloomberg Public Art Challenge
Date: Thursday, March 29, 2018 3:58:31 PM

Good afternoon Bloomberg Public Art Challenge Applicant,
The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.
Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor)
Subject:	please review
Date:	Thursday, March 29, 2018 4:15:00 PM
Attachments:	Bloomberg Public Art Challenge finalist response.docx

---

Good afternoon Christopher,
Please review the attached letter to the Bloomberg Challenge finalist. Please feel free to make any changes.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

Good afternoon WonderFool Productions,

Congratulations! The City of Ann Arbor is thrilled to inform you that your proposal has been selected as the finalist to represent the City of Ann Arbor in the 2018 Bloomberg Public Art Challenge. You will have until April 11th to complete the phase one proposal for submission. While the bulk of the application will need to be devised by the proposing artist we, in City Hall stand ready to help. Please visit Bloomberg Challenge to learn more about winning strategies.

Sincerely,

Christine Schopieray

From:	Christopher Taylor
To:	Schopieray, Christine; Taylor, Christopher (Mayor)
Subject:	RE: please review
Date:	Thursday, March 29, 2018 4:19:52 PM
Attachments:	image002.png

Provide contact information for city assistance, plz.

Christopher M. Taylor
Hooper Hathaway, P.C.
126 South Main Street
Ann Arbor, MI 48104
(734) 531-1331 (direct)
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From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 4:16 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: please review

Good afternoon Christopher,
Please review the attached letter to the Bloomberg Challenge finalist. Please feel free to make any changes.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

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From:	Schopieray, Christine
To:	"Christopher Taylor"
Subject:	RE: please review
Date:	Thursday, March 29, 2018 4:21:00 PM
Attachments:	image002.png

Will my contact information be enough?

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Christopher Taylor [mailto:ctaylor@hooperhathaway.com]
Sent: Thursday, March 29, 2018 4:20 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: RE: please review

Provide contact information for city assistance, plz.

Christopher M. Taylor
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From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 4:16 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: please review

Good afternoon Christopher,

Please review the attached letter to the Bloomberg Challenge finalist. Please feel free to make any changes.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

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From:	Schopieray, Christine
To:	"WonderFool Productions"
Subject:	Bloomberg Public Art Challenge
Date:	Thursday, March 29, 2018 4:24:00 PM

Good afternoon WonderFool Productions,
Congratulations! The City of Ann Arbor is thrilled to inform you that your proposal has been selected as the finalist to represent the City of Ann Arbor in the 2018 Bloomberg Public Art Challenge. You will have until April 11th to complete the phase one proposal for submission. While the bulk of the application will need to be devised by the proposing artist we, in City Hall stand ready to help. Please visit Bloomberg Challenge to learn more about winning strategies.
Sincerely,
Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Christopher Taylor
To: Schopieray, Christine
Subject: RE: please review
Date: Thursday, March 29, 2018 4:26:32 PM
Attachments: image002.png

Sure…let the know that you're point

Christopher M. Taylor
Hooper Hathaway, P.C.
126 South Main Street
Ann Arbor, MI 48104
(734) 531-1331 (direct)
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From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 4:21 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>
Subject: RE: please review

Will my contact information be enough?

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Christopher Taylor [mailto:ctaylor@hooperhathaway.com]
Sent: Thursday, March 29, 2018 4:20 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: RE: please review

Provide contact information for city assistance, plz.

Christopher M. Taylor

Hooper Hathaway, P.C.
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From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 4:16 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: please review

Good afternoon Christopher,
Please review the attached letter to the Bloomberg Challenge finalist. Please feel free to make any changes.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

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From: Schopieray, Christine
To: "Christopher Taylor"
Subject: RE: please review
Date: Thursday, March 29, 2018 4:27:00 PM
Attachments: image002.png

Will do!

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Christopher Taylor [mailto:ctaylor@hooperhathaway.com]
Sent: Thursday, March 29, 2018 4:26 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: please review

Sure…let the know that you're point

Christopher M. Taylor
Hooper Hathaway, P.C.
126 South Main Street
Ann Arbor, MI 48104
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(734) 662-4426 (reception)
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From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 4:21 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>
Subject: RE: please review

Will my contact information be enough?

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor

734-794-6161 ext. 41602

From: Christopher Taylor [mailto:ctaylor@hooperhathaway.com]
Sent: Thursday, March 29, 2018 4:20 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: RE: please review

Provide contact information for city assistance, plz.

Christopher M. Taylor
Hooper Hathaway, P.C.
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From: Schopieray, Christine [mailto:CSchopieray@a2gov.org]
Sent: Thursday, March 29, 2018 4:16 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: please review

Good afternoon Christopher,
Please review the attached letter to the Bloomberg Challenge finalist. Please feel free to make any changes.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

HOOPER HATHAWAY PRICE BEUCHE & WALLACE

2018

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From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor)
Cc:	"Rhonda Brown"
Subject:	Mayoral calendar for Friday, March 30th
Date:	Thursday, March 29, 2018 4:42:00 PM

Good afternoon Christopher & Rhonda,
Please see below for the Mayor's Friday calendar:

8-10:00am @ City Hall, 5th Floor conference room, weddings in Council Chambers

8-8:30 Kate Dowdell & Theodore Bloch-Rubin re: wedding 303-241-1607

8:30-9:00 Shary Brown re: Bloomberg Challenge

9-9:15 Jonah Copi re: Medical Marijuana Facility Licensing Jonah Copi 415-786-8206

9:15-9:30 Lafieste Galimore re: Police task force 734-686-2099

9:30-10:00Mark Tucker w/ Festifools Re: barricade fee 734-660-2122

That's a wrap for Friday! Have fun at the Raven's Club!
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Schopieray, Christine
To:	Harrison, Venita
Subject:	FW: Bloomberg Public Art Challenge
Date:	Friday, March 30, 2018 11:16:00 AM

Hi Venita,
Please see below for the rejection letter sent regarding the Bloomberg Public Art Challenge.

From: Schopieray, Christine
Sent: Thursday, March 29, 2018 3:55 PM
Subject: Bloomberg Public Art Challenge

Good afternoon Bloomberg Public Art Challenge Applicant,
The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.
Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
To: Harrison, Venita
Subject: FW: Bloomberg Public Art Challenge
Date: Friday, March 30, 2018 11:17:00 AM

Hello again Venita,
Please see below for the Congratulatory letter sent to the selected finalist.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Thursday, March 29, 2018 3:58 PM
Subject: Bloomberg Public Art Challenge

Good afternoon Bloomberg Public Art Challenge Applicant,
The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.
Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: John Kotarski
To: Schopieray, Christine
Subject: Bloomberg
Date: Friday, March 30, 2018 11:17:15 AM

Hi Christine,

I am getting questions about the selection. Will you be announcing the finalist? Can I share that information with those that ask?

Let me know. Thanks again for all your efforts to make this happen!

Best,
John

From: Schopieray, Christine
To: Harrison, Venita
Subject: FW: Bloomberg Public Art Challenge
Date: Friday, March 30, 2018 11:17:51 AM

Hello again Venita,
Please see below for the Congratulatory letter sent to the selected finalist.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Thursday, March 29, 2018 3:58 PM
Subject: Bloomberg Public Art Challenge

Good afternoon Bloomberg Public Art Challenge Applicant,
The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.
Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Harrison, Venita
To:	Kotarski, John; Allison Buck
Cc:	Schopieray, Christine
Subject:	RE: Bloomberg
Date:	Friday, March 30, 2018 11:25:49 AM

Request to City Communications and Mayor Taylor to send a press release to announce the winner.

Please stay tuned.

From: Schopieray, Christine
Sent: Friday, March 30, 2018 11:19 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: Bloomberg

Hi Venita,
Please see below. How would you like me to respond to John's inquiry? Please advise.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: John Kotarski [mailto:kotarski@pobox.com]
Sent: Friday, March 30, 2018 11:17 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg

Hi Christine,

I am getting questions about the selection. Will you be announcing the finalist? Can I share that information with those that ask?

Let me know. Thanks again for all your efforts to make this happen!

Best,
John

From: Schopieray, Christine
To: Lazarus, Howard; Taylor, Christopher (Mayor); Harrison, Venita; Allison Buck
Subject: Bloomberg Challenge Grant Finalist has been selected
Date: Friday, March 30, 2018 11:53:20 AM

Good morning to all,
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Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Schopieray, Christine
To:	Satterlee, Joanna; Wondrash, Lisa
Subject:	FW: Bloomberg Public Art Challenge
Date:	Friday, March 30, 2018 11:54:00 AM

Good afternoon Ladies,
Please be aware that we will be need a press release announcing the winning proposal early next week.
Have a lovely weekend!
Sincerely,
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Christine Schopieray
Executive Administrative Assistant
Mayor's Office
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734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Thursday, March 29, 2018 3:58 PM
Subject: Bloomberg Public Art Challenge

Good afternoon Bloomberg Public Art Challenge Applicant,
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Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

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From:	Wondrash, Lisa
To:	Schopieray, Christine
Subject:	Automatic reply: Bloomberg Public Art Challenge
Date:	Friday, March 30, 2018 11:54:53 AM

I am on vacation until Monday, April 2. City of Ann Arbor Government Offices are closed at noon on Friday, March 30 in observance of Good Friday. I will return your message on Monday.

Thanks for your patience,
Lisa

Lisa Wondrash
Communications Director | City of Ann Arbor |301 E. Huron St. • Ann Arbor • MI • 48107
734.794.6152 (O) | Lwondrash@a2gov.org | www.a2gov.org | www.facebook.com/thecityofannarbor | http://twitter.com/a2gov

From:	Allison Buck
To:	Schopieray, Christine
Cc:	Harrison, Venita; Lazarus, Howard; Taylor, Christopher (Mayor)
Subject:	Re: Bloomberg Challenge Grant Finalist has been selected
Date:	Friday, March 30, 2018 12:03:58 PM

Fantastic news! I'd like to be of assistance with the application planning, review and submission but will have limited time in the next week. Please let me know the plan moving forward as soon as possible so I can do my best to accommodate and provide the most support as possible.

I'd recommend since this project includes the Huron river and parks inviting Huron river watershed and city parks staff (Ann Arbor and Ypsilanti) to the planning table at some point to get their insights and ideas. Also perhaps some border to border planning folks as well? Lastly we might want to touch base with folks in dexter who have had success with putting sculptures along the B2B trail there as another way to bridge communities and show a connectedness of the project.

Excited to see what we can do with this proposal and to have a strong nonprofit to work with to potentially bring this to fruition. I think with the proper partnerships and planning this could be a great opportunity for all involved!

On Fri, Mar 30, 2018 at 11:53 AM Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good morning to all,
>
> I would like to take a moment to thank the panel of judges who sat in on the rating session for the Bloomberg Public Art Challenge. After tallying the votes the selected proposal is "FLOAT." Wonderfool Productions has been notified that their proposal was selected to represent the City of Ann Arbor in the 2018 Bloomberg Public Art Challenge. An email was sent to all applicants notifying them that their proposal was not selected as of March 29th. The Mayor and the City will be sending out a press release announcing the winner early next week. Please keep this information to yourselves until this information is made public.
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From: Wondrash, Lisa
To: Schopieray, Christine; Satterlee, Joanna
Subject: RE: Bloomberg Public Art Challenge
Date: Monday, April 2, 2018 10:07:09 AM

Hi Christine:
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Thanks,
Lisa

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From: Schopieray, Christine
To: Wondrash, Lisa
Subject: RE: Bloomberg Public Art Challenge
Date: Monday, April 2, 2018 10:38:00 AM

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Residents Invited to Participate in Public Art Challenge

Home » News » News Article

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From:	Schopieray, Christine
To:	Wondrash, Lisa
Subject:	RE: Bloomberg Public Art Challenge
Date:	Monday, April 2, 2018 11:36:00 AM
Attachments:	FLOAT-Bloomberg Art Challenge proposal finalist 2018.pdf

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WonderFool Productions
2018 Bloomberg Public Art Challenge
March 26, 2018
Contact: Shary Brown
wonderfoolproductions@gmail.com
734.476.9321

FLOAT

FLOAT: A signature inclusive event, built by and for the community, on and along the Huron River, as it runs through Ann Arbor and Ypsilanti — to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural, and economic impact in both cities through a positive, shared event.

WonderFool Productions will coordinate and host a series of community meetings to cultivate potential community partners, develop the programs and evaluate the specific community needs to be addressed in FLOAT. Art teaching and creative making workshops will be held in Ann Arbor and Ypsilanti in partner facilities and in the River's parks. Local artists will also be commissioned to make collaborative pieces and installations which explore various aspects of the Huron River. These creative activities will culminate in a community built art festival — floating, walking and riding between the two communities in a connected and shared celebration. The community built pieces, park improvements and interactive installations may remain in the parks for the season or permanently.

There is immense power in participatory community art events that invite community organizations and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. **FLOAT** will employ WonderFool Production's community engagement model to address and identify creative resolutions to concerns raised and agreed upon in the initial community meetings. Additionally, WFP's model of creative community engagement will provide educational and creative opportunities and resources to underserved populations and organizations through community partnerships that removes barriers to participation.

Civic Issue: A greater understanding of the Huron River as a valued community resource for recreation, for healthy and sustainable ecology, for economic benefit and best practices for good stewardship will be addressed through creative activities taking place in Ann Arbor and Ypsilanti, in town, in parks and on the river.

Proposed Programs - Methodology:

- Host a series of community meetings to identify potential community partners, to determine the community interests-issues for programs, and to identify potential resolutions.
- Develop educational and art programs, with partner organizations, based on community meeting outcomes.
- Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
- Commission artists-scientists-fabricators to develop interactive educational pieces to remain in parks.

- Coordinate park improvements identified in community meetings that will improve community use of parks.
- Host workshops throughout the month to 6 weeks prior to **FLOAT** in park facilities in Ann Arbor and Ypsilanti and in community partner facilities in Ann Arbor and Ypsilanti.
- Encourage workshop participants to bring their masterpieces to **FLOAT**.
- **FLOAT:** A 2-3 day community built art experience linking Ann Arbor and Ypsilanti by celebrating our mutual river in our parks. A day-evening celebratory event will be held in each park with art pieces floating down the Huron River from Ann Arbor to Ypsilanti. Collaborative art pieces will be brought by bicycle from Ypsilanti to Ann Arbor via the Border to Border trail that runs largely by the River.

Proposed Dates: Planning: Start July 2018
Call for Artists/Proposals: September 2019
FLOAT: Summer 2020
Close: Fall 2020 and then annually thereafter

Facilities-Locations: Leased Studio space, Rented Tents and Facilities in Parks, along the Border to Border Trail, and in Partner-provided space for workshops.

Coordinated by: WonderFool Productions (WFP), a 501c(3) nonprofit, community arts organization based in Ann Arbor, Michigan. WonderFool Productions develops, plans, and hosts three collaborative community built art events: **FestiFools** and **FoolMoon** in Ann Arbor and **ypsiGLOW** in Ypsilanti.

Project Planners: Although **FLOAT** will be a new event, WonderFool Productions is not a new organization. **FestiFools**, one of Ann Arbor's cultural icons, just celebrated its eleventh year, **FoolMoon** marked its seventh and **ypsiGLOW**, just concluded two successful downtown events. For each event WFP has successfully partnered with community organizations and local businesses to build on existing programs, activate various spaces, and draw thousands of community members who participate.

Over time, WFP has fine-tuned a flexible framework that utilizes workshops, community partnerships, and local artist and business support to host successful community-built art events. WFP has also increased its organizational capacity, developing a sustainable model for event production and growth. Along with a small volunteer Board of Directors, the core production team is WFP Producer, Adriana Zardus (U of M alumna graduating with honors from the Ross School of Business), and key community volunteers Shary Brown (with 30+ years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original) and Jeri Rosenberg (creator, educator, and arts philanthropist). **FLOAT** will require funding two additional dedicated positions within WFP.

The planning team and WonderFool Productions will coordinate with community partners to host community meetings, manage Call for Proposals and resource development and management.

Potential Partners (Community Artists, Scientists, Leaders, Non Profits, Institutions and Businesses): Including, but not limited to: Cities of Ann Arbor and Ypsilanti, Ann Arbor Public Schools Rec and Ed, City of Ann Arbor Parks and Recreation, Huron River Watershed Council, SEMCOG, City of Ypsilanti Parks, Riverside Arts Center, Ann Arbor Art Center, Ann Arbor and Ypsilanti District Libraries, Ann Arbor Public Schools, Ypsilanti Community Schools, Destination Ann Arbor, Ann Arbor DDA, Ypsilanti DDA, Downtown

Association of Ypsilanti, Hands On Museum/Leslie Science Center, Independent Artists, Teachers, Arbor Lase, area Businesses and Business Associations. And Many MORE!

Goals:

- Link the Ann Arbor and Ypsilanti communities through the Huron River, a valued and shared community resource;
- Create positive interactions between individuals, organizations, institutions and local government in the collective celebration of our parks and river;
- Create accessible educational modules about the river;
- Create opportunities for community built art and creative expression; and
- Leave the parks with improvements identified by the community partners.

Assessment:

- Surveys taken by each partner
- Participant counts, including forms of participation
- Social media interactions, images, and connections made
- Social media data
- Economic impact data from local businesses, organizations and institutions

Total Project Costs: $850,000

Total Raised to Date: $0

Revenues:

Bloomberg 2018 Public Art Challenge		$850,000
WFP (year 2)		
150,000	Additional Community Grants	
50,000	In Kind	
25,000	Business Sponsorships	
25,000	Individual Donors	

Expenses:

Bloomberg 2018 Public Art Challenge		$850,000
250,000	retained for endowment, leveraged for multi-year matching grants and donations	
100,000	inaugural event one-time costs (planning, seed grants to partners, facilities costs, park investments, educational interactive installations in parks, staffing)	
200,000	WFP: additional staff, facility rentals and studio space	
300,000	Annual event budget:	
	Community Engagement	
	Programs - Installations	
	Rentals-temporary Infrastructure	
	Supplies	
	Commissions	
	Staff	
	Insurance	
	Marketing	

From:	Wondrash, Lisa
To:	Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Monday, April 2, 2018 11:42:33 AM

OK. Thanks Christine. I'll draft a news release as soon as I can and get it over to you to review. Joanna and Kim are out this week so I'm stretched thin.

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From: Schopieray, Christine
Sent: Friday, March 30, 2018 11:55 AM
To: Satterlee, Joanna <JESatterlee@a2gov.org>; Wondrash, Lisa <LWondrash@a2gov.org>
Subject: FW: Bloomberg Public Art Challenge

Good afternoon Ladies,
Please be aware that we will be need a press release announcing the winning proposal early next week.
Have a lovely weekend!
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office

City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Thursday, March 29, 2018 3:58 PM
Subject: Bloomberg Public Art Challenge

Good afternoon Bloomberg Public Art Challenge Applicant,
The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.
Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
To: Wondrash, Lisa
Subject: RE: Bloomberg Public Art Challenge
Date: Monday, April 2, 2018 11:49:00 AM

No Problem, We stated it would be sent out this week, no approximate date.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Wondrash, Lisa
Sent: Monday, April 02, 2018 11:43 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

OK. Thanks Christine. I'll draft a news release as soon as I can and get it over to you to review. Joanna and Kim are out this week so I'm stretched thin.

From: Schopieray, Christine
Sent: Monday, April 02, 2018 11:36 AM
To: Wondrash, Lisa <LWondrash@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

Hello Lisa,
I do not have an image of the chosen proposal other than their written description. (I have attached the proposal if you'd like to review) Since the model hasn't been created I do not believe they will be submitting an image or sketch. The panel of Judges consisted of the Mayor, City Administrator, Venita Harrison who is the City Liaison to AAPAC , Allison Buck, member of AAPAC and employee of the A2 Artisans Guild and myself.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Wondrash, Lisa
Sent: Monday, April 02, 2018 11:17 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

Hi Christine:
I'm not sure if a meeting helps. I just need details via email. It sounds like I need to update the below news release that was issued on March 7 to indicate the city had 11 proposals submitted and a judging panel selected the proposal that the City of Ann Arbor will submit to represent us: called "FLOAT" from Wonderfool Productions.

Do you have an image of the chosen proposal or will that come by April 11th when it's submitted? Also, who was on the judging panel?

Thanks,
Lisa

Residents Invited to Participate in Public Art Challenge

Home » News » News Article

Page Content

March 7, 2018 - The City of Ann Arbor is excited to announce that residents of Ann Arbor are invited to participate in Bloomberg Philanthropies Public Art Challenge. Resident proposals will be collected by the city and evaluated to select a finalist, which will become the official proposal entered on behalf of Ann Arbor. Bloomberg will grant three cities up to $1 million to carry out their proposal.

The deadline for a brief proposal outline is March 26. The finalist will be selected by March 28, and you will have until April 11 to complete the phase one proposal for submission.

Proposal outlines should include:

1. Description of the project.
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups.
3. Explanation of the goals of this project.
4. Potential difference it will make for Ann Arbor.

Proposals can be sent by email to Christine Schopieray with the City of Ann Arbor at cschopieray@a2gov.org. Visit the Public Art Challenge for more information or call Schopieray at 734.794.6161 ext. 41602.

# # # # #

Contact Information

Christine Schopieray
Assistant to the Mayor
734.794.6161, ext. 41602
cschopieray@a2gov.org

From: Schopieray, Christine
Sent: Monday, April 02, 2018 10:38 AM
To: Wondrash, Lisa <LWondrash@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

Hi Lisa,
Sorry for the confusion. For the Bloomberg Public Art Challenge we had 11 proposals submitted, of these 11 we had a judging panel to select the proposal that the City of Ann Arbor will submit to represent us in the 2018 Bloomberg Public Art Challenge. The proposal that was selected was for a project called "FLOAT" from Wonderfool Productions. They will have to get their proposal grant to us by April 11th so the Mayor can submit their proposal for the Challenge. Because the call for proposals went out to numerous art organizations and artists throughout Southeast Michigan many will be waiting to hear which proposal/organization has been selected as the finalist to represent Ann Arbor. Thus, the reason we would like to issue a press release. I will gladly meet/ talk with you to give you more details.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Wondrash, Lisa
Sent: Monday, April 02, 2018 10:07 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Satterlee, Joanna <JESatterlee@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

Hi Christine:
Sorry, but I'm confused by the below request. The first email says Ann Arbor wasn't selected. Do you have information about a winning proposal for the news release? I need more information to draft/understand story.
Thanks,
Lisa

From: Schopieray, Christine

Sent: Friday, March 30, 2018 11:55 AM
To: Satterlee, Joanna <JESatterlee@a2gov.org>; Wondrash, Lisa <LWondrash@a2gov.org>
Subject: FW: Bloomberg Public Art Challenge

Good afternoon Ladies,
Please be aware that we will be need a press release announcing the winning proposal early next week.
Have a lovely weekend!
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
Sent: Thursday, March 29, 2018 3:58 PM
Subject: Bloomberg Public Art Challenge

Good afternoon Bloomberg Public Art Challenge Applicant,
The City of Ann Arbor was thrilled to invite local artists and art organizations to participate in the Bloomberg Public Art Challenge. We received many wonderful proposals and would like to thank everyone who submitted theirs. However, we regret to inform you that your proposal was not the selected finalist for the City of Ann Arbor.
Please keep in mind that the Bloomberg Public Art Challenge is an annual event and we encourage you to apply again next year.
Sincerely,

Christine Schopieray

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	Bloomberg - Winner Press Release
Date:	Monday, April 2, 2018 1:41:15 PM

Hello Christine, just checking in re winner press release.

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From:	Schopieray, Christine
To:	Harrison, Venita
Subject:	RE: Bloomberg - Winner Press Release
Date:	Monday, April 2, 2018 1:48:00 PM

Hi Venita,
Communications staff is shorthanded this week. Lisa Wondrash has it on her docket and will get to it when time allows, targeting it for later this week.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:41 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg - Winner Press Release

Hello Christine, just checking in re winner press release.

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	FW: Bloomberg - Winner Press Release
Date:	Monday, April 2, 2018 1:51:39 PM

Perhaps Robert Kellar can assist? Believe we mentioned announcing the winner last week.

From: Schopieray, Christine
Sent: Monday, April 02, 2018 1:49 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: RE: Bloomberg - Winner Press Release

Hi Venita,
Communications staff is shorthanded this week. Lisa Wondrash has it on her docket and will get to it when time allows, targeting it for later this week.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:41 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg - Winner Press Release

Hello Christine, just checking in re winner press release.

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	Bloomberg Challenge Factsheet.docx
Date:	Monday, April 2, 2018 1:58:01 PM
Attachments:	Bloomberg Challenge Factsheet.docx

Sharing John's factsheet to keep us on task.

Bloomberg Challenge Factsheet

Timeline

March 5: begin outreach to organizations that could potentially submit a proposal outline that includes:

1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference if will make for Ann Arbor.

March 26: Deadline for project outlines

March 28: Task force will select finalist and request a compete proposal

April 11: Final proposal reviewed and refined by taskforce

April 16: Council ratification of proposal

April 19: Proposal submitted with letter from Mayor

Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

Taskforce: review proposal outlines and select finalist; refine final proposal submission

City Council: endorse effort and promote collaboration

Art Commission: lead taskforce and refine proposal for submission, promote collaboration

Resources

https://publicartchallenge.bloomberg.org/

From: Schopieray, Christine
To: Harrison, Venita
Subject: RE: Bloomberg - Winner Press Release
Date: Monday, April 2, 2018 1:59:00 PM

Hi Venita,
I believe that's up to Lisa to decide. Feel free to contact her directly.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:52 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: FW: Bloomberg - Winner Press Release

Perhaps Robert Kellar can assist? Believe we mentioned announcing the winner last week.

From: Schopieray, Christine
Sent: Monday, April 02, 2018 1:49 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: RE: Bloomberg - Winner Press Release

Hi Venita,
Communications staff is shorthanded this week. Lisa Wondrash has it on her docket and will get to it when time allows, targeting it for later this week.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:41 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg - Winner Press Release

Hello Christine, just checking in re winner press release.

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	RE: Bloomberg - Winner Press Release
Date:	Monday, April 2, 2018 2:06:10 PM

I'd like to work with Allison and take the lead moving forward. With such a tight timeline, we'll need to reach out to the winner to collect their ideas and thoughts to help finalize their proposal by April 11th for and be ready for another committee review before meeting the final deadline of April 19.

Sound OK?

From: Schopieray, Christine
Sent: Monday, April 02, 2018 2:00 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: RE: Bloomberg - Winner Press Release

Hi Venita,
I believe that's up to Lisa to decide. Feel free to contact her directly.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:52 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: FW: Bloomberg - Winner Press Release

Perhaps Robert Kellar can assist? Believe we mentioned announcing the winner last week.

From: Schopieray, Christine
Sent: Monday, April 02, 2018 1:49 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: RE: Bloomberg - Winner Press Release

Hi Venita,
Communications staff is shorthanded this week. Lisa Wondrash has it on her docket and will get to it when time allows, targeting it for later this week.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:41 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg - Winner Press Release

Hello Christine, just checking in re winner press release.

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From: Schopieray, Christine
To: Wondrash, Lisa
Subject: FW: Bloomberg - Winner Press Release
Date: Monday, April 2, 2018 2:07:00 PM

Hi Lisa,
Please see the emails below in regards to the press release. I believe it's your decision as to who works on this. Just keeping you in the loop.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:52 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: FW: Bloomberg - Winner Press Release

Perhaps Robert Kellar can assist? Believe we mentioned announcing the winner last week.

From: Schopieray, Christine
Sent: Monday, April 02, 2018 1:49 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: RE: Bloomberg - Winner Press Release

Hi Venita,
Communications staff is shorthanded this week. Lisa Wondrash has it on her docket and will get to it when time allows, targeting it for later this week.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:41 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>

Subject: Bloomberg - Winner Press Release

Hello Christine, just checking in re winner press release.

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
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From: Harrison, Venita
To: Allison Buck
Subject: FW: Bloomberg Challenge Grant Finalist has been selected
Date: Monday, April 2, 2018 2:19:00 PM

Hi Allison, please give me a call when you have time.

Thanks, Venita
(734)794-6310 x 43102

From: Allison Buck <allisonlbuck13@gmail.com>
Sent: Friday, March 30, 2018 12:04 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Harrison, Venita <VHarrison@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>
Subject: Re: Bloomberg Challenge Grant Finalist has been selected

Fantastic news! I'd like to be of assistance with the application planning, review and submission but will have limited time in the next week. Please let me know the plan moving forward as soon as possible so I can do my best to accommodate and provide the most support as possible.

I'd recommend since this project includes the Huron river and parks inviting Huron river watershed and city parks staff (Ann Arbor and Ypsilanti) to the planning table at some point to get their insights and ideas. Also perhaps some border to border planning folks as well? Lastly we might want to touch base with folks in dexter who have had success with putting sculptures along the B2B trail there as another way to bridge communities and show a connectedness of the project.

Excited to see what we can do with this proposal and to have a strong nonprofit to work with to potentially bring this to fruition. I think with the proper partnerships and planning this could be a great opportunity for all involved!

On Fri, Mar 30, 2018 at 11:53 AM Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good morning to all,
> I would like to take a moment to thank the panel of judges who sat in on the rating session for the Bloomberg Public Art Challenge. After tallying the votes the selected proposal is "FLOAT." Wonderfool Productions has been notified that their proposal was selected to represent the City of Ann Arbor in the 2018 Bloomberg Public Art Challenge. An email was sent to all applicants notifying them that their proposal was not selected as of March 29th. The Mayor and the City will be sending out a press release announcing the winner early next week. Please keep this information to yourselves until this information is made public.
> Sincerely,
> Christine
>
> Christine Schopieray
> Executive Administrative Assistant

Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Wondrash, Lisa
To:	Schopieray, Christine
Subject:	RE: Bloomberg - Winner Press Release
Date:	Monday, April 2, 2018 2:35:38 PM

Robert is going to take care of it.

From: Schopieray, Christine
Sent: Monday, April 02, 2018 2:07 PM
To: Wondrash, Lisa <LWondrash@a2gov.org>
Subject: FW: Bloomberg - Winner Press Release

Hi Lisa,
Please see the emails below in regards to the press release. I believe it's your decision as to who works on this. Just keeping you in the loop.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:52 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: FW: Bloomberg - Winner Press Release

Perhaps Robert Kellar can assist? Believe we mentioned announcing the winner last week.

From: Schopieray, Christine
Sent: Monday, April 02, 2018 1:49 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: RE: Bloomberg - Winner Press Release

Hi Venita,
Communications staff is shorthanded this week. Lisa Wondrash has it on her docket and will get to it when time allows, targeting it for later this week.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant

Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:41 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg - Winner Press Release

Hello Christine, just checking in re winner press release.

Venita Harrison
MANAGEMENT ASSISTANT
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a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From: Kellar, Robert
To: Harrison, Venita; Schopieray, Christine
Subject: Bloomberg Art Challenge
Date: Monday, April 2, 2018 2:44:40 PM

Good afternoon.

I'll can write the release for the Bloomberg art challenge. Keep in mind there isn't a great deal of news here so it will be very short. Please provide me with the timeline of additional steps in the process and the names of all those who participated in the selection process. Also, please provide a digital version of the current proposal so I can make it available to reporters, if asked, and post it online.

Many thanks

Robert

Robert Kellar | Communications Specialist | Public Services | **City of Ann Arbor**
o 734.794.6000 x41524 | c [redacted] | Facebook | Twitter | A2 Fix It

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From:	Schopieray, Christine
To:	Kellar, Robert
Subject:	FW: Bloomberg Challenge Factsheet.docx
Date:	Monday, April 2, 2018 3:07:00 PM
Attachments:	Bloomberg Challenge Factsheet.docx FLOAT-Bloomberg Art Challenge proposal finalist 2018.pdf

---

Hi Robert ,
Venita Harrison sent the attached timeline for the proposal process. The judging panel consisted of Mayor Taylor, City Administrator Howard Lazarus, Venita Harrison-liaison to AAPAC, Allison Buck-member of the Art Commission and employee of the Artisans Guild and myself. I have attached the proposal as well.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:58 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Challenge Factsheet.docx

Sharing John's factsheet to keep us on task.

Bloomberg Challenge Factsheet

Timeline

March 5: begin outreach to organizations that could potentially submit a proposal outline that includes:

1. Description of the project
2. Key collaborators, including artists, arts organizations, city agencies, and private sector groups
3. Explanation of the goals of this project.
4. Potential difference if will make for Ann Arbor.

March 26: Deadline for project outlines

March 28: Task force will select finalist and request a compete proposal

April 11: Final proposal reviewed and refined by taskforce

April 16: Council ratification of proposal

April 19: Proposal submitted with letter from Mayor

Team Member Roles

Mayor: invite arts organizations to submit project outlines, promote collaboration

City Manager: activate key staff to be available for assistance to art organizations, select task force (five made up from community and staff), promote collaboration

Taskforce: review proposal outlines and select finalist; refine final proposal submission

City Council: endorse effort and promote collaboration

Art Commission: lead taskforce and refine proposal for submission, promote collaboration

Resources

https://publicartchallenge.bloomberg.org/

WonderFool Productions
2018 Bloomberg Public Art Challenge
March 26, 2018
Contact: Shary Brown
wonderfoolproductions@gmail.com
734.476.9321

FLOAT

FLOAT: A signature inclusive event, built by and for the community, on and along the Huron River, as it runs through Ann Arbor and Ypsilanti — to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural, and economic impact in both cities through a positive, shared event.

WonderFool Productions will coordinate and host a series of community meetings to cultivate potential community partners, develop the programs and evaluate the specific community needs to be addressed in FLOAT. Art teaching and creative making workshops will be held in Ann Arbor and Ypsilanti in partner facilities and in the River's parks. Local artists will also be commissioned to make collaborative pieces and installations which explore various aspects of the Huron River. These creative activities will culminate in a community built art festival — floating, walking and riding between the two communities in a connected and shared celebration. The community built pieces, park improvements and interactive installations may remain in the parks for the season or permanently.

There is immense power in participatory community art events that invite community organizations and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. **FLOAT** will employ WonderFool Production's community engagement model to address and identify creative resolutions to concerns raised and agreed upon in the initial community meetings. Additionally, WFP's model of creative community engagement will provide educational and creative opportunities and resources to underserved populations and organizations through community partnerships that removes barriers to participation.

Civic Issue: A greater understanding of the Huron River as a valued community resource for recreation, for healthy and sustainable ecology, for economic benefit and best practices for good stewardship will be addressed through creative activities taking place in Ann Arbor and Ypsilanti, in town, in parks and on the river.

Proposed Programs - Methodology:

- Host a series of community meetings to identify potential community partners, to determine the community interests-issues for programs, and to identify potential resolutions.
- Develop educational and art programs, with partner organizations, based on community meeting outcomes.
- Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
- Commission artists-scientists-fabricators to develop interactive educational pieces to remain in parks.

- Coordinate park improvements identified in community meetings that will improve community use of parks.
- Host workshops throughout the month to 6 weeks prior to **FLOAT** in park facilities in Ann Arbor and Ypsilanti and in community partner facilities in Ann Arbor and Ypsilanti.
- Encourage workshop participants to bring their masterpieces to **FLOAT**.
- **FLOAT:** A 2-3 day community built art experience linking Ann Arbor and Ypsilanti by celebrating our mutual river in our parks. A day-evening celebratory event will be held in each park with art pieces floating down the Huron River from Ann Arbor to Ypsilanti. Collaborative art pieces will be brought by bicycle from Ypsilanti to Ann Arbor via the Border to Border trail that runs largely by the River.

Proposed Dates: Planning: Start July 2018
Call for Artists/Proposals: September 2019
FLOAT: Summer 2020
Close: Fall 2020 and then annually thereafter

Facilities-Locations: Leased Studio space, Rented Tents and Facilities in Parks, along the Border to Border Trail, and in Partner-provided space for workshops.

Coordinated by: WonderFool Productions (WFP), a 501c(3) nonprofit, community arts organization based in Ann Arbor, Michigan. WonderFool Productions develops, plans, and hosts three collaborative community built art events: **FestiFools** and **FoolMoon** in Ann Arbor and **ypsiGLOW** in Ypsilanti.

Project Planners: Although **FLOAT** will be a new event, WonderFool Productions is not a new organization. **FestiFools**, one of Ann Arbor's cultural icons, just celebrated its eleventh year, **FoolMoon** marked its seventh and **ypsiGLOW**, just concluded two successful downtown events. For each event WFP has successfully partnered with community organizations and local businesses to build on existing programs, activate various spaces, and draw thousands of community members who participate.

Over time, WFP has fine-tuned a flexible framework that utilizes workshops, community partnerships, and local artist and business support to host successful community-built art events. WFP has also increased its organizational capacity, developing a sustainable model for event production and growth. Along with a small volunteer Board of Directors, the core production team is WFP Producer, Adriana Zardus (U of M alumna graduating with honors from the Ross School of Business), and key community volunteers Shary Brown (with 30+ years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original) and Jeri Rosenberg (creator, educator, and arts philanthropist). **FLOAT** will require funding two additional dedicated positions within WFP.

The planning team and WonderFool Productions will coordinate with community partners to host community meetings, manage Call for Proposals and resource development and management.

Potential Partners (Community Artists, Scientists, Leaders, Non Profits, Institutions and Businesses): Including, but not limited to: Cities of Ann Arbor and Ypsilanti, Ann Arbor Public Schools Rec and Ed, City of Ann Arbor Parks and Recreation, Huron River Watershed Council, SEMCOG, City of Ypsilanti Parks, Riverside Arts Center, Ann Arbor Art Center, Ann Arbor and Ypsilanti District Libraries, Ann Arbor Public Schools, Ypsilanti Community Schools, Destination Ann Arbor, Ann Arbor DDA, Ypsilanti DDA, Downtown

Association of Ypsilanti, Hands On Museum/Leslie Science Center, Independent Artists, Teachers, Arbor Lase, area Businesses and Business Associations. And Many MORE!

Goals:

- Link the Ann Arbor and Ypsilanti communities through the Huron River, a valued and shared community resource;
- Create positive interactions between individuals, organizations, institutions and local government in the collective celebration of our parks and river;
- Create accessible educational modules about the river;
- Create opportunities for community built art and creative expression; and
- Leave the parks with improvements identified by the community partners.

Assessment:

- Surveys taken by each partner
- Participant counts, including forms of participation
- Social media interactions, images, and connections made
- Social media data
- Economic impact data from local businesses, organizations and institutions

Total Project Costs: $850,000

Total Raised to Date: $0

Revenues:

Bloomberg 2018 Public Art Challenge		$850,000
WFP (year 2)		
150,000	Additional Community Grants	
50,000	In Kind	
25,000	Business Sponsorships	
25,000	Individual Donors	

Expenses:

Bloomberg 2018 Public Art Challenge		$850,000
250,000	retained for endowment, leveraged for multi-year matching grants and donations	
100,000	inaugural event one-time costs (planning, seed grants to partners, facilities costs, park investments, educational interactive installations in parks, staffing)	
200,000	WFP: additional staff, facility rentals and studio space	
300,000	Annual event budget:	
	Community Engagement	
	Programs - Installations	
	Rentals-temporary Infrastructure	
	Supplies	
	Commissions	
	Staff	
	Insurance	
	Marketing	

From: Harrison, Venita
To: [redacted]
Subject: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 8:39:00 AM

Good Morning.

Shary,
I reach out this morning to see if you've had a change to draft a short introduction as I begin to touch base with community members.

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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a2gov.org/A2BeSafe

From:	Harrison, Venita
To:	mayor@cityofypsilanti.com; Naud, Matthew; lrubin@hrwc.org; Smith, Colin; Pollay, Susan; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck; Harrison, Venita
Cc:	[redacted] Hupy, Craig; Taylor, Christopher (Mayor); Lazarus, Howard; Schopieray, Christine; Kellar, Robert
Subject:	Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 10:08:51 AM

The City of Ann Arbor is excited to announce the Bloomberg Philanthropies Public Art Challenge winner, "*Float*" by Shary Brown of Wonderfool Productions.

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Thank you,

Shary Brown [redacted] [redacted]

Venita Harrison
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From:	Kellar, Robert
To:	Schopieray, Christine
Subject:	RE: Bloomberg Challenge Factsheet.docx
Date:	Tuesday, April 3, 2018 10:17:33 AM

How many submissions did we get?

From: Schopieray, Christine
Sent: Monday, April 02, 2018 3:07 PM
To: Kellar, Robert <RKellar@a2gov.org>
Subject: FW: Bloomberg Challenge Factsheet.docx

Hi Robert ,
Venita Harrison sent the attached timeline for the proposal process. The judging panel consisted of Mayor Taylor, City Administrator Howard Lazarus, Venita Harrison-liaison to AAPAC, Allison Buck-member of the Art Commission and employee of the Artisans Guild and myself. I have attached the proposal as well.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Monday, April 02, 2018 1:58 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Challenge Factsheet.docx

Sharing John's factsheet to keep us on task.

From:	Schopieray, Christine
To:	Kellar, Robert
Subject:	RE: Bloomberg Challenge Factsheet.docx
Date:	Tuesday, April 3, 2018 10:19:00 AM

Eleven.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Kellar, Robert
Sent: Tuesday, April 03, 2018 10:18 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Bloomberg Challenge Factsheet.docx

How many submissions did we get?

From: Schopieray, Christine
Sent: Monday, April 02, 2018 3:07 PM
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Subject: Bloomberg Challenge Factsheet.docx

Sharing John's factsheet to keep us on task.

From:	Harrison, Venita
To:	Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 10:21:00 AM

Thank you, Christine.

From: Schopieray, Christine
Sent: Tuesday, April 03, 2018 10:21 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

Good morning Venita,
I am available for both time slots if the Mayor cannot attend.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Harrison, Venita
Sent: Tuesday, April 03, 2018 10:09 AM
To: mayor@cityofypsilanti.com; Naud, Matthew <MNaud@a2gov.org>; lrubin@hrwc.org; Smith, Colin <CSSmith@a2gov.org>; Pollay, Susan <SPollay@a2dda.org>; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck <allisonlbuck13@gmail.com>; Harrison, Venita <VHarrison@a2gov.org>
Cc: [redacted] Hupy, Craig <CHupy@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>; Kellar, Robert <RKellar@a2gov.org>
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Thank you,

Shary Brown [redacted]

Venita Harrison

MANAGEMENT ASSISTANT

City of Ann Arbor | Public Services Administration

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From:	Kellar, Robert
To:	Schopieray, Christine
Subject:	RE: Bloomberg Challenge Factsheet.docx
Date:	Tuesday, April 3, 2018 10:21:13 AM

Thanks

From: Schopieray, Christine
Sent: Tuesday, April 03, 2018 10:20 AM
To: Kellar, Robert <RKellar@a2gov.org>
Subject: RE: Bloomberg Challenge Factsheet.docx

Eleven.

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To:	Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 10:21:55 AM

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Thank you,

Shary Brown [redacted]

Venita Harrison

MANAGEMENT ASSISTANT

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From:	Kellar, Robert
To:	Harrison, Venita
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 10:23:59 AM

Thank you!

From: Harrison, Venita
Sent: Tuesday, April 03, 2018 10:09 AM
To: mayor@cityofypsilanti.com; Naud, Matthew <MNaud@a2gov.org>; lrubin@hrwc.org; Smith, Colin <CSSmith@a2gov.org>; Pollay, Susan <SPollay@a2dda.org>; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck <allisonlbuck13@gmail.com>; Harrison, Venita <VHarrison@a2gov.org>
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Thank you,

Shary Brown [redacted] [redacted]

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From:	Kellar, Robert
To:	Harrison, Venita; Schopieray, Christine
Subject:	Thoughts, changes?
Date:	Tuesday, April 3, 2018 10:26:17 AM
Attachments:	Bloomberg choice release.docx

Robert Kellar | Communications Specialist | Public Services | **City of Ann Arbor**
o 734.794.6000 x41524 | c [redacted] | Facebook | Twitter | A2 Fix It

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CITY OF ANN ARBOR, MICHIGAN

301 E. Huron St., P.O. Box 8647 ● Ann Arbor, Michigan 48107-8647

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PRESS RELEASE

For Immediate Release

CONTACT: Christine Schopieray, Assistant to the Mayor, cschopieray@a2gov.org / 734.794.6161, ext. 41602

Ann Arbor Selects Winner for Bloomberg Public Art Challenge

ANN ARBOR, Mich., April 3, 2018 – The City of Ann Arbor is pleased to announce the Bloomberg Philanthropies Public Art Challenge winner, "*Float*" by Shary Brown of Wonderfool Productions. "Float" is designed to be a signature inclusive event, built by and for the community, on and along the Huron River, as it runs though Ann Arbor and Ypsilanti. It will be designed to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural and economic impact in both cites through a positive, shared event.

The City received eleven different proposals for consideration covering a wide range of artist visions. The City and the selection committee would like to thank Ann Arbor residents sharing their ideas.

During the next phase of the contest, the winner's proposal will be finalized then presented to City Council for ratification, which must take place by April 16. The finalized proposal must be submitted to Bloomberg Philanthropies by April 19.

#####

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From:	Harrison, Venita
To:	Kellar, Robert
Cc:	Schopieray, Christine
Subject:	Bloomberg choice release.docx
Date:	Tuesday, April 3, 2018 10:32:26 AM
Attachments:	Bloomberg choice release.docx

Thank you, Robert. Few minor edits.

CITY OF ANN ARBOR, MICHIGAN

301 E. Huron St., P.O. Box 8647 ● Ann Arbor, Michigan 48107-8647

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From:	Smith, Colin
To:	Harrison, Venita
Cc:	Saam, Cheryl; Landefeld, Josh
Subject:	Re: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 10:55:12 AM

Cheryl Saam can be at the 930 meeting to represent Parks. Where in city hall is the meeting?

Sent from my iPhone

On Apr 3, 2018, at 10:08 AM, Harrison, Venita <VHarrison@a2gov.org> wrote:

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>
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>
> Thank you,
>
> Shary Brown [redacted]

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

<image001.jpg>

From: Allison Buck
To: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 11:01:52 AM

Hey Venita!

Is this the language for the press release? I just want to make sure its NOT because this makes it sound like they WON THE MONEY, which we haven't even applied for so that could be bad. We need to make clear in the press release their project was selected as the idea to submit for the proposal and that no one has won anything yet. :)

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

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> Thank you,
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> Shary Brown [redacted]
>
> **Venita Harrison**
>
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From: Harrison, Venita
To: Allison Buck
Subject: RE: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 11:02:00 AM

It is not.

From: Allison Buck <allisonlbuck13@gmail.com>
Sent: Tuesday, April 03, 2018 11:01 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: Re: Bloomberg Public Art Challenge

Hey Venita!

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>
> Shary Brown [redacted]
>
> **Venita Harrison**
> MANAGEMENT ASSISTANT
> City of Ann Arbor | Public Services Administration
> 301 E Huron Street | Ann Arbor, MI 48104

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From: Allison Buck
To: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 11:03:48 AM

---

ok, can you please share my concerns with Shary and ask that she be careful how she presents this information moving forward? Thanks!

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Tue, Apr 3, 2018 at 11:02 AM, Harrison, Venita <VHarrison@a2gov.org> wrote:

> It is not.
>
> **From:** Allison Buck <allisonlbuck13@gmail.com>
> **Sent:** Tuesday, April 03, 2018 11:01 AM
> **To:** Harrison, Venita <VHarrison@a2gov.org>
> **Subject:** Re: Bloomberg Public Art Challenge
>
> Hey Venita!
>
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Thank you,

Shary Brown [redacted]

Venita Harrison

MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104

a2gov.org | Phone: **(734) 794-6000 x 43102** | Fax: **(734) 994-1816**

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From:	Harrison, Venita
To:	Allison Buck
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 11:05:00 AM

Thank you, Allison.

From: Allison Buck <allisonlbuck13@gmail.com>
Sent: Tuesday, April 03, 2018 11:05 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: Re: Bloomberg Public Art Challenge

I am available for the 9:30 meeting but not the 3.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

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From: Allison Buck
To: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 11:05:13 AM

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From: Naud, Matthew
To: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 11:14:11 AM

I can make either work

Matthew Naud

Environmental Coordinator
City of Ann Arbor

mnaud@a2gov.org

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<image001.jpg>

From: Harrison, Venita
To: Naud, Matthew
Subject: RE: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 11:15:00 AM

Awesome! Thanks, Matt.

From: Naud, Matthew
Sent: Tuesday, April 03, 2018 11:14 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: Re: Bloomberg Public Art Challenge

I can make either work

Matthew Naud

Environmental Coordinator
City of Ann Arbor

mnaud@a2gov.org

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<image001.jpg>

From:	Harrison, Venita
To:	Allison Buck
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 12:22:00 PM

Allison,
The information I provided in the email invitation was taken from the Float proposal to provide background for the group. It will not be part of the press release.

Thanks,
Venita

From: Allison Buck <allisonlbuck13@gmail.com>
Sent: Tuesday, April 03, 2018 11:03 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: Re: Bloomberg Public Art Challenge

ok, can you please share my concerns with Shary and ask that she be careful how she presents this information moving forward? Thanks!

Allison Buck

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On Tue, Apr 3, 2018 at 11:02 AM, Harrison, Venita <VHarrison@a2gov.org> wrote:

> It is not.
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> **Sent:** Tuesday, April 03, 2018 11:01 AM
> **To:** Harrison, Venita <VHarrison@a2gov.org>
> **Subject:** Re: Bloomberg Public Art Challenge
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> Hey Venita!
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> Is this the language for the press release? I just want to make sure its NOT because this makes it sound like they WON THE MONEY, which we haven't even applied for so that could be bad. We need to make clear in the press release their project was selected as the idea to submit for the proposal and that no one has won anything yet. :)
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Thank you,

Shary Brown [redacted]

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From:	Harrison, Venita
To:	Smith, Colin
Cc:	Saam, Cheryl; Landefeld, Josh
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 12:24:00 PM

Thank you, Colin! I will send a meeting invitation to all shortly.

From: Smith, Colin
Sent: Tuesday, April 03, 2018 10:55 AM
To: Harrison, Venita <VHarrison@a2gov.org>
Cc: Saam, Cheryl <CSaam@a2gov.org>; Landefeld, Josh <JLandefeld@a2gov.org>
Subject: Re: Bloomberg Public Art Challenge

Cheryl Saam can be at the 930 meeting to represent Parks. Where in city hall is the meeting?

Sent from my iPhone

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<image001.jpg>

From: Allison Buck
To: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 12:29:59 PM

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Allison Buck

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From:	Harrison, Venita
To:	Allison Buck
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 12:32:00 PM

Thank you.

From: Allison Buck <allisonlbuck13@gmail.com>
Sent: Tuesday, April 03, 2018 12:30 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: Re: Bloomberg Public Art Challenge

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From: Laura Rubin
To: Harrison, Venita; Shary Brown
Subject: RE: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 12:43:08 PM

Hi Venita and Shary,
3-4 tomorrow is best for me.

Thanks,
Laura

Laura Rubin | *Executive Director*
Huron River Watershed Council | 1100 N. Main Street, Ann Arbor, MI 48104
ph (734) 769-5123 x 606 | c[redacted]

From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 10:09 AM
To: mayor@cityofypsilanti.com; Naud, Matthew <MNaud@a2gov.org>; Laura Rubin <lrubin@HRWC.ORG>; Smith, Colin <CSSmith@a2gov.org>; Pollay, Susan <SPollay@a2dda.org>; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck <allisonlbuck13@gmail.com>; Harrison, Venita <VHarrison@a2gov.org>
Cc: [redacted] Hupy, Craig <CHupy@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>; Kellar, Robert <RKellar@a2gov.org>
Subject: Bloomberg Public Art Challenge

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Thank you,

Shary Brown [redacted]

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From: Harrison, Venita
To: Laura Rubin; Shary Brown
Subject: RE: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 12:49:00 PM

Hello Laura,

Thank you. Based on notifications that received thus far, this meeting will be held Wednesday at 9:30am. I will take notes and provide a summary to all after our meeting. Shary will more than likely reach to those unable to attend for your additional sharing and input.

Thank you,
Venita

From: Laura Rubin <lrubin@HRWC.ORG>
Sent: Tuesday, April 03, 2018 12:43 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hi Venita and Shary,
3-4 tomorrow is best for me.

Thanks,
Laura

Laura Rubin | *Executive Director*
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From: Laura Rubin
To: Harrison, Venita; Shary Brown
Subject: RE: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 12:53:22 PM

Okay, I can move some other meetings around and be there until 11:00.

Where in City Hall?

Laura

From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 12:50 PM
To: Laura Rubin <lrubin@HRWC.ORG>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hello Laura,

Thank you. Based on notifications that received thus far, this meeting will be held Wednesday at 9:30am. I will take notes and provide a summary to all after our meeting. Shary will more than likely reach to those unable to attend for your additional sharing and input.

Thank you,
Venita

From: Laura Rubin <lrubin@HRWC.ORG>
Sent: Tuesday, April 03, 2018 12:43 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hi Venita and Shary,
3-4 tomorrow is best for me.

Thanks,
Laura

Laura Rubin | *Executive Director*
Huron River Watershed Council | 1100 N. Main Street, Ann Arbor, MI 48104
ph (734) 769-5123 x 606 | c[redacted]

Huron River Watershed Council

Check out our new Website!

From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 10:09 AM
To: mayor@cityofypsilanti.com; Naud, Matthew <MNaud@a2gov.org>; Laura Rubin <lrubin@HRWC.ORG>; Smith, Colin <CSSmith@a2gov.org>; Pollay, Susan <SPollay@a2dda.org>; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck <allisonlbuck13@gmail.com>; Harrison, Venita <VHarrison@a2gov.org>
Cc: [redacted] Hupy, Craig <CHupy@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>; Kellar, Robert <RKellar@a2gov.org>
Subject: Bloomberg Public Art Challenge

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Please share your availability to attend a meeting on ***Wednesday, April 4, 2018 at the Ann Arbor City Hall at 9:30-11:30am OR 3-4pm (choosing best time for all)***. If you cannot attend, please plan to send a representative. This is an informal initial meeting and an important first step for community leaders in Ann Arbor and Ypsilanti to determine how best to move forward.

Thank you,

Shary Brown [redacted] [redacted]

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From:	Harrison, Venita
To:	Laura Rubin; Shary Brown
Subject:	RE: Bloomberg Public Art Challenge
Date:	Tuesday, April 3, 2018 12:56:00 PM

Thank you! I am sending a meeting invitation soon. Stay tuned.

-Venita

From: Laura Rubin <lrubin@HRWC.ORG>
Sent: Tuesday, April 03, 2018 12:53 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

Okay, I can move some other meetings around and be there until 11:00.

Where in City Hall?

Laura

From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 12:50 PM
To: Laura Rubin <lrubin@HRWC.ORG>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

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Cc: [redacted] Hupy, Craig <CHupy@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>; Kellar, Robert <RKellar@a2gov.org>
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Thank you,

Shary Brown [redacted]

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

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From:	Harrison, Venita
To:	Shary Brown; mayor@cityofypsilanti.com; Naud, Matthew; Laura Rubin; Samborn, Shryl; Landefeld, Josh; Pollay, Susan; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck; Taylor, Christopher (Mayor); Lazarus, Howard; Hupy, Craig; Schopieray, Christine; Kellar, Robert; Harrison, Venita
Subject:	Bloomberg Challenge - Initial Stakeholders Meeting
Start:	Wednesday, April 4, 2018 9:30:00 AM
End:	Wednesday, April 4, 2018 11:30:00 AM
Location:	ConfRoom - Larcom 4th Floor Large

Based on the responses received, this meeting will be held on Wednesday, April 4 at 9:30am in the Ann Arbor City Hall, 4th Flr Large Conference Room.

The City of Ann Arbor is excited to announce the Bloomberg Philanthropies Public Art Challenge <https://www.bloomberg.org/program/arts/public-art-challenge/> winner, “Float” by Shary Brown of Wonderfool Productions.

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Thank you,

Shary Brown [redacted] <mailto:[redacted] [redacted] <tel:[redacted]>

From:	Kellar, Robert
To:	Harrison, Venita; Schopieray, Christine
Cc:	Wondrash, Lisa
Subject:	Bloomberg release
Date:	Tuesday, April 3, 2018 2:11:21 PM
Attachments:	Bloomberg choice release.docx

This release will be going out this afternoon. Christine, all media inquiries will come to you as Lisa and I are not well versed on this topic. If you need any help answering questions, please let us know.

Thanks

Robert

Robert Kellar | Communications Specialist | Public Services | **City of Ann Arbor**
o 734.794.6000 x41524 | c[redacted] | Facebook | Twitter | A2 Fix It

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CITY OF ANN ARBOR, MICHIGAN

301 E. Huron St., P.O. Box 8647 ● Ann Arbor, Michigan 48107-8647

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PRESS RELEASE

For Immediate Release

CONTACT: Christine Schopieray, Assistant to the Mayor, cschopieray@a2gov.org / 734.794.6161, ext. 41602

Ann Arbor Selects Submission for Bloomberg Public Art Challenge

ANN ARBOR, Mich., April 3, 2018 – The City of Ann Arbor is pleased to announce the Bloomberg Philanthropies Public Art Challenge submission for Ann Arbor, "*Float*" by Shary Brown of Wonderfool Productions. "Float" is designed to be a signature inclusive event, built by and for the community, on and along the Huron River, as it runs though Ann Arbor and Ypsilanti. It will be designed to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural and economic impact in both cites through a positive, shared event.

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During the next phase of the contest, the selected proposal will be finalized then presented to City Council on April 16. The proposal must be submitted to Bloomberg Philanthropies by April 19.

#####

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From:	Harrison, Venita
To:	Kellar, Robert; Schopieray, Christine
Cc:	Wondrash, Lisa
Subject:	RE: Bloomberg release
Date:	Tuesday, April 3, 2018 2:11:55 PM

Thank you!

From: Kellar, Robert
Sent: Tuesday, April 03, 2018 2:11 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Wondrash, Lisa <LWondrash@a2gov.org>
Subject: Bloomberg release

This release will be going out this afternoon. Christine, all media inquiries will come to you as Lisa and I are not well versed on this topic. If you need any help answering questions, please let us know.

Thanks

Robert

Robert Kellar | Communications Specialist | Public Services | **City of Ann Arbor**
o 734.794.6000 x41524 | c[redacted] | Facebook | Twitter | A2 Fix It

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From:	Schopieray, Christine
To:	Kellar, Robert
Subject:	RE: Bloomberg release
Date:	Tuesday, April 3, 2018 2:13:00 PM

Will do! Thanks Robert.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Kellar, Robert
Sent: Tuesday, April 03, 2018 2:11 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Wondrash, Lisa <LWondrash@a2gov.org>
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Thanks

Robert

Robert Kellar | Communications Specialist | Public Services | **City of Ann Arbor**
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From:	Harrison, Venita
To:	Shary Brown
Subject:	Bloomberg Choice Press Release.docx
Date:	Tuesday, April 3, 2018 2:18:00 PM
Attachments:	Bloomberg choice release.docx

Hi Shary,
The City will post and share this press release with the community tomorrow.

Congratulations!☺

CITY OF ANN ARBOR, MICHIGAN

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www.a2gov.org/**subscribe** ● www.**facebook**.com/thecityofannarbor ● www.**twitter**.com/a2gov

PRESS RELEASE

For Immediate Release

CONTACT: Christine Schopieray, Assistant to the Mayor, cschopieray@a2gov.org / 734.794.6161, ext. 41602

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From: Shary Brown
To: Laura Rubin
Cc: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 2:34:54 PM

Laura,

Thanks for making the adjustments to your schedule so that you can be at present for most of the meeting.

Your input will be really important for identifying and assessing the issues that become the focus for community interactions and creative activities.

Shary

shary brown
[redacted]

On Tue, Apr 3, 2018, 12:53 PM Laura Rubin <lrubin@hrwc.org> wrote:

> Okay, I can move some other meetings around and be there until 11:00.
>
> Where in City Hall?
>
> Laura
>
> ---
>
> **From:** Harrison, Venita [mailto:VHarrison@a2gov.org]
> **Sent:** Tuesday, April 03, 2018 12:50 PM
> **To:** Laura Rubin <lrubin@HRWC.ORG>; Shary Brown <[redacted]
> **Subject:** RE: Bloomberg Public Art Challenge
>
> Hello Laura,
>
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From: Laura Rubin <lrubin@HRWC.ORG>
Sent: Tuesday, April 03, 2018 12:43 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hi Venita and Shary,

3-4 tomorrow is best for me.

Thanks,

Laura

Laura Rubin | *Executive Director*

Huron River Watershed Council | 1100 N. Main Street, Ann Arbor, MI 48104

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From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 10:09 AM
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Cc: [redacted] Hupy, Craig <CHupy@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Schopieray,

Christine <CSchopieray@a2gov.org>; Kellar, Robert <RKellar@a2gov.org>
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Thank you,

Shary Brown [redacted]

Venita Harrison

MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104

a2gov.org | Phone: **(734) 794-6000 x 43102** | Fax: **(734) 994-1816**

A2_Be_Safe_Logo_for_e-Signature1

From:	Kellar, Robert
To:	CityCouncil; Lazarus, Howard; Crawford, Tom; Delacourt, Derek; Hupy, Craig; Higgins, Sara
Cc:	Wondrash, Lisa; Harrison, Venita; Schopieray, Christine
Subject:	Bloomberg Public Art Challenge Proposal
Date:	Tuesday, April 3, 2018 2:44:13 PM

City Council members:

The following is an advanced, courtesy notification for a press release, which is being posted online and distributed today.

Thank you.

Robert Kellar

Robert Kellar | Communications Specialist | Public Services | **City of Ann Arbor**
o 734.794.6000 x41524 | c [redacted] | Facebook | Twitter | A2 Fix It

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PRESS RELEASE
For Immediate Release

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# # # # #

From: Kellar, Robert
To: Kellar, Robert
Subject: Bloomberg Public Art Challenge
Date: Tuesday, April 3, 2018 3:12:53 PM

Dear news media and community:

Ann Arbor has selected a proposal to submit to the Bloomberg Public Art Challenge. We hope you will share this news with your audience.

Thank you for your time and consideration

Robert Kellar

Robert Kellar | Communications Specialist | Public Services | **City of Ann Arbor**
o 734.794.6000 x41524 | c[redacted] | Facebook | Twitter | A2 Fix It

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From:	Schopieray, Christine
To:	"Christopher Taylor"; Taylor, Christopher (Mayor)
Cc:	"Rhonda Brown"
Subject:	Mayoral calendar for Wednesday, April 4th
Date:	Tuesday, April 3, 2018 4:32:00 PM

Good afternoon Christopher & Rhonda,
There aren't any accepted appointments on the Mayor's calendar for tomorrow.
However, the following unaccepted meetings are on your calendar:

9:30-11:30am @ City Hall, 4th Floor conference room
Bloomberg Challenge-Initial Stakeholders meeting
(I will be in attendance)

2-3:30 @ LRC, 4135 Washtenaw Ave., Superior Rm.
Urban County Executive Committee

That is all for tomorrow. Enjoy the drizzle. (April showers and all that jazz!)
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Lynne Settles
To:	Harrison, Venita
Cc:	Shary Brown; mayor@cityofypsilanti.com; Naud, Matthew; Laura Rubin; Samborn, Shryl; Landefeld, Josh; Pollay, Susan; joe@ypsilantidda.org; bernat@cityofypsilanti.com; Allison Buck; Taylor, Christopher (Mayor); Lazarus, Howard; Hupy, Craig; Schopieray, Christine; Kellar, Robert
Subject:	Re: Bloomberg Challenge - Initial Stakeholders Meeting
Date:	Wednesday, April 4, 2018 6:59:20 AM

I can not make either times, but please keep me informed.

Lynne Settles
Ypsilanti Community High School Art Teacher

[redacted]
room 206

"Art washes away from the soul the dust of everyday life." Pablo Picasso

https://m.facebook.com/story.php?story_fbid=10154950724738961&id=38712388960
.

On Tue, Apr 3, 2018, 1:03 PM Harrison, Venita <VHarrison@a2gov.org> wrote:

> Based on the responses received, this meeting will be held on *Wednesday, April 4 at 9:30am in the Ann Arbor City Hall, 4th Flr Large Conference Room.*
>
> The City of Ann Arbor is excited to announce the Bloomberg Philanthropies Public Art Challenge winner, "*Float*" by Shary Brown of Wonderfool Productions.
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>
> Thank you,
>
> Shary Brown [redacted] [redacted]

From: Schopieray, Christine
To: "Christopher Taylor"; Taylor, Christopher (Mayor)
Subject: Resolution of support for Bloomberg Philanthropies Public Art Challenge
Date: Wednesday, April 4, 2018 12:51:00 PM

Good afternoon Christopher,
The press release about the Bloomberg Public Art Challenge that was sent out yesterday incorrectly stated that there would be a presentation at Council on April 16th. I believe it should have read that we would be putting forth a resolution of support from the Mayor/City (saying we support our selected finalist to represent A2 in the art challenge). I do not speak legalese at all. Would you be able to draft a simple resolution in support of this for April 16th? Let me know or point me in the direction of who you think I should work with on this.
Thanks!
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Taylor, Christopher (Mayor)
To:	Schopieray, Christine; Christopher Taylor
Subject:	RE: Resolution of support for Bloomberg Philanthropies Public Art Challenge
Date:	Wednesday, April 4, 2018 12:57:20 PM

I'd ask Howard and/or Attorney's Office.

Christopher Taylor
Mayor of the City of Ann Arbor
301 East Huron Street
Ann Arbor, Michigan 48104
734-794-6161

From: Schopieray, Christine
Sent: Wednesday, April 04, 2018 12:51 PM
To: Christopher Taylor; Taylor, Christopher (Mayor)
Subject: Resolution of support for Bloomberg Philanthropies Public Art Challenge

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Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Schopieray, Christine
To:	Lazarus, Howard
Cc:	Higgins, Sara
Subject:	resolution of support from the City supporting selected finalist in the Bloomberg Public Art Challenge
Date:	Wednesday, April 4, 2018 1:19:00 PM

Good afternoon Howard,

Sara inquired if there was going to be a presentation to Council on April 16th regarding the Bloomberg Public Art Challenge as stated in yesterday's press release. It should have stated that there would be a resolution of support from the Mayor/City supporting the selected finalist in the Bloomberg Philanthropies Public Art Challenge. Christopher has directed me to ask if you would like to write the resolution or if you would prefer that someone in the Attorney's Office do so. Please advise.

In addition, at our follow up meeting regarding the Public Art Challenge, we started discussing the budget and the amount that the City would be willing to contribute to this project if Ann Arbor were to be awarded the grant. Can you please restate the amount the City would be willing to contribute toward this project? Thank you for your help.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Lazarus, Howard
To:	Schopieray, Christine
Cc:	Taylor, Christopher (Mayor); Higgins, Sara
Subject:	Resolution of Support for Bloomberg Art Challenge
Date:	Friday, April 6, 2018 1:21:07 PM
Attachments:	WonderFool Productions F L O A T.pdf 180416 - Resolution of Support for Float to the Bloomberg Philanthropies Public Art Challenge.docx

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Christine:

Please work with Mayor Taylor to add this as the sponsor to the April 16th Council Meeting agenda. It would be most helpful to get the final proposal from WonderFool as the attachment. Please let me know it you need any assistance, and thank you for your work on this matter.

Howard S. Lazarus
City Administrator
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301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

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From: Schopieray, Christine
Sent: Monday, March 26, 2018 1:37 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: WonderFool Productions -- Bloomberg Public Art Challenge

And another Bloomberg Art Proposal. Please see the attached.

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From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM

To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

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Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
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mobile: [redacted]
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FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
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- Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
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- Coordinate park improvements identified in community meetings that will improve community use of parks.
- Host workshops throughout the month to 6 weeks prior to **FLOAT** in park facilities in Ann Arbor and Ypsilanti and in community partner facilities in Ann Arbor and Ypsilanti.
- Encourage workshop participants to bring their masterpieces to **FLOAT**.
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Proposed Dates: Planning: Start July 2018
Call for Artists/Proposals: September 2019
FLOAT: Summer 2020
Close: Fall 2020 and then annually thereafter

Facilities-Locations: Leased Studio space, Rented Tents and Facilities in Parks, along the Border to Border Trail, and in Partner-provided space for workshops.

Coordinated by: WonderFool Productions (WFP), a 501c(3) nonprofit, community arts organization based in Ann Arbor, Michigan. WonderFool Productions develops, plans, and hosts three collaborative community built art events: **FestiFools** and **FoolMoon** in Ann Arbor and **ypsiGLOW** in Ypsilanti.

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Assessment:

- Surveys taken by each partner
- Participant counts, including forms of participation
- Social media interactions, images, and connections made
- Social media data
- Economic impact data from local businesses, organizations and institutions

Total Project Costs: $850,000

Total Raised to Date: $0

Revenues:

Bloomberg 2018 Public Art Challenge $850,000

WFP (year 2)

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Whereas the proposal entitled "Float," was submitted by WonderFool Productions and intends to raise appreciation and awareness about the Huron River's history and ecology; to encourage sustainable practices, and to generate recreational, cultural, and economic impact in both Ann Arbor and Ypsilanti through a positive, shared event.

BE IT RESOLVED that the members of the Ann Arbor City Council support the nomination of Float as the City's entry for the Public Art Challenge and request that this support be reflected in the submittal to the Bloomberg Philanthropies.

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To:	Schopieray, Christine
Cc:	Taylor, Christopher (Mayor); Higgins, Sara
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To:	Frost, Christopher
Cc:	Schopieray, Christine
Subject:	FW: Resolution of Support for Bloomberg Art Challenge
Date:	Friday, April 6, 2018 1:47:07 PM
Attachments:	WonderFool Productions F L O A T.pdf 180416 - Resolution of Support for Float to the Bloomberg Philanthropies Public Art Challenge.docx

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Chris – copying you for your review.

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-Sara

From: Lazarus, Howard
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BE IT RESOLVED that the members of the Ann Arbor City Council support the nomination of Float as the City's entry for the Public Art Challenge and request that this support be reflected in the submittal to the Bloomberg Philanthropies.

From:	Higgins, Sara
To:	Schopieray, Christine
Cc:	Taylor, Christopher (Mayor); Lazarus, Howard
Subject:	RE: Resolution of Support for Bloomberg Art Challenge
Date:	Friday, April 6, 2018 1:51:34 PM

Christine,
I have some edits and will connect with you next week with an updated version.

Thanks,
Sara

From: Lazarus, Howard
Sent: Friday, April 06, 2018 1:21 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Higgins, Sara <SHiggins@a2gov.org>
Subject: Resolution of Support for Bloomberg Art Challenge

Christine:

Please work with Mayor Taylor to add this as the sponsor to the April 16th Council Meeting agenda. It would be most helpful to get the final proposal from WonderFool as the attachment. Please let me know it you need any assistance, and thank you for your work on this matter.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
T: 734-794-6110 ext41102
E: hlazarus@a2gov.org
www.a2gov.org

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a2gov.org/A2BeSafe

From: Schopieray, Christine
Sent: Monday, March 26, 2018 1:37 PM
To: Christopher Taylor <ctaylor@hooperhathaway.com>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>
Subject: FW: WonderFool Productions -- Bloomberg Public Art Challenge

And another Bloomberg Art Proposal. Please see the attached.

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

Dear Christine,

Please find attached the Bloomberg Public Art Challenge outline for a new public art event -- **FLOAT** -- from WonderFool Productions. We are thrilled to be considered for this tremendous opportunity.

Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

From:	John Kotarski
To:	Lazarus, Howard
Cc:	Taylor, Christopher (Mayor); Schopieray, Christine; Higgins, Sara; Allison Buck; David Esau
Subject:	Promoting the Council Chambers art gallery
Date:	Sunday, April 8, 2018 3:12:20 PM

Good afternoon Howard,

I hope you were able to make it downtown for all the foolishness this weekend. FestiFools and FoolMoon are wonderful cultural events unique to our town. We all need to indulge in a little foolish now and then.

I am writing to ask if city's communication department would consider promoting the rotating art gallery in the Council Chambers.

The gallery showcases local art in a municipal setting. The hope is that these efforts by local artists will inspire creativity in residents and elected officials. Hope springs eternal.

It would be great if the city could send out a press release for each new exhibition, showcase the show on the city's website and social media networks and, if you or the Mayor could mention the exhibit during public meetings (maybe discuss your favorite). This would demonstrate to both our creative community and residents that we value creativity.

Additionally, If you could send art commissioners the promotional material (particularly images), we would gladly share it with our network of friends.

This may already be in the works and I have just missed it. Kudos if it is being done and, if not, any help would be appreciated.

Best,
John

From: Laura Rubin
To: Shary Brown
Cc: Harrison, Venita
Subject: RE: Bloomberg Public Art Challenge
Date: Sunday, April 8, 2018 3:42:53 PM

Hi Shary and Venita,
A couple of thoughts from our conversation last Wednesday.

I like many of the ideas we discussed at the meeting but will try to help narrow down a scope and suggest some ideas.
1. I like the idea of emphasizing the ecologic connection between AA and Ypsi; not through Washtenaw Avenue or I-94 or US 23, but along the river and bringing great awareness of the river's route that connects the two communities. Paddling and events make the most sense to accomplish this but given your title of "Float", some kind of visual pr performance art or music on the river makes sense.
2. I also like the idea of hosting events over a few (2-4) weekends at different parks along the river both in Ypsi and AA focused around themes that connect the two communities. Ecological (fish, bugs, birds, critters), History, Threats (nutrients--phosphorus, climate, pollution, invasive species), Key features: dams and recreation. Ann Arbor has Barton, Bandemer, Argo, Riverside, Furstenberg, and Barton parks along the river. Ypsi has Peninsular, Frog Island, Riverside, and Waterworks parks along the river.
3. Ideally we could float art built by citizens or performers from these events down the river, but the dams make this hard. I suggest we focus the float from place to place--park to park, since the dams make a big float impossible. I also like the idea of returning these items upstream via the B2B trail if that makes sense. Maybe there are 2 floats on different weekends?

In terms of budget and match. HRWC could contribute staff time and marketing match probably between $5-10k depending on the events. I would also need some budget for my staff to lead or participate in the educational events at the parks.

In terms of other comments: I hope this art challenge says focused on the Huron River and the riverfront. It will be easy to get drawn away. I'm torn between permanent versus temporary art. Permanent art installations to each city would be wonderful but I'm not sure that is WFP's strength. Correct?

Let me know if you have other questions or idea to bounce around.

Sincerely,
Laura

From: Shary Brown [[redacted]
Sent: Tuesday, April 03, 2018 2:34 PM
To: Laura Rubin
Cc: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge

Laura,

Thanks for making the adjustments to your schedule so that you can be at present for most of the meeting.

Your input will be really important for identifying and assessing the issues that become the focus for community interactions and creative activities.

Shary

shary brown
[redacted]

On Tue, Apr 3, 2018, 12:53 PM Laura Rubin <lrubin@hrwc.org> wrote:

> Okay, I can move some other meetings around and be there until 11:00.
>
> Where in City Hall?
>
> Laura
>
> ---
>
> **From:** Harrison, Venita [mailto:VHarrison@a2gov.org]
> **Sent:** Tuesday, April 03, 2018 12:50 PM
> **To:** Laura Rubin <lrubin@HRWC.ORG>; Shary Brown <[redacted]
> **Subject:** RE: Bloomberg Public Art Challenge
>
> Hello Laura,
>
> Thank you. Based on notifications that received thus far, this meeting will be held Wednesday at 9:30am. I will take notes and provide a summary to all after our meeting. Shary will more than likely reach to those unable to attend for your additional sharing and input.
>
> Thank you,
>
> Venita
>
> ---

From: Laura Rubin <lrubin@HRWC.ORG>
Sent: Tuesday, April 03, 2018 12:43 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hi Venita and Shary,

3-4 tomorrow is best for me.

Thanks,

Laura

Laura Rubin | *Executive Director*

Huron River Watershed Council | 1100 N. Main Street, Ann Arbor, MI 48104

ph (734) 769-5123 x 606 | c [redacted]

From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 10:09 AM
To: mayor@cityofypsilanti.com; Naud, Matthew <MNaud@a2gov.org>; Laura Rubin <lrubin@HRWC.ORG>; Smith, Colin <CSSmith@a2gov.org>; Pollay, Susan <SPollay@a2dda.org>; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck <allisonlbuck13@gmail.com>; Harrison, Venita <VHarrison@a2gov.org>
Cc: [redacted] Hupy, Craig <CHupy@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>; Kellar, Robert <RKellar@a2gov.org>
Subject: Bloomberg Public Art Challenge

The City of Ann Arbor is excited to announce the Bloomberg Philanthropies Public Art Challenge winner, "*Float*" by Shary Brown of Wonderfool Productions.

"Float" is designed to be a signature inclusive event, built by and for the community, on and along the Huron River, as it runs though Ann Arbor and Ypsilanti. It will be designed to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural and economic impact in both cites through a

positive, shared event.

There is immerse power in participatory community art events that invite community engagement and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. With that said, we reach out to you to check your willingness to participate in an initial meeting to begin a conversation on how best to move this project forward.

Please share your availability to attend a meeting on ***Wednesday, April 4, 2018 at the Ann Arbor City Hall at 9:30-11:30am OR 3-4pm (choosing best time for all)***. If you cannot attend, please plan to send a representative. This is an informal initial meeting and an important first step for community leaders in Ann Arbor and Ypsilanti to determine how best to move forward.

Thank you,

Shary Brown [redacted]

Venita Harrison

MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104

a2gov.org | Phone: **(734) 794-6000 x 43102** | Fax: **(734) 994-1816**

From: Harrison, Venita
To: Laura Rubin
Subject: RE: Bloomberg Public Art Challenge
Date: Sunday, April 8, 2018 5:54:20 PM

Hello Laura.
Thank you for your support. Shary and I plan to meet on Tuesday to begin finalizing the Bloomberg application.

We'll share an update soon!
-Venita

From: Laura Rubin [lrubin@HRWC.ORG]
Sent: Sunday, April 08, 2018 3:42 PM
To: Shary Brown
Cc: Harrison, Venita
Subject: RE: Bloomberg Public Art Challenge

Hi Shary and Venita,
A couple of thoughts from our conversation last Wednesday.

I like many of the ideas we discussed at the meeting but will try to help narrow down a scope and suggest some ideas.
1. I like the idea of emphasizing the ecologic connection between AA and Ypsi; not through Washtenaw Avenue or I-94 or US 23, but along the river and bringing great awareness of the river's route that connects the two communities. Paddling and events make the most sense to accomplish this but given your title of "Float", some kind of visual pr performance art or music on the river makes sense.
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From: Shary Brown [[redacted]
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Cc: Harrison, Venita

Subject: Re: Bloomberg Public Art Challenge

Laura,

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Shary

shary brown
[redacted] mailto:[redacted]

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Laura

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Sent: Tuesday, April 03, 2018 12:50 PM
To: Laura Rubin <lrubin@HRWC.ORG<mailto:lrubin@HRWC.ORG>>; Shary Brown
<[redacted] mailto:[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hello Laura,

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Sent: Tuesday, April 03, 2018 12:43 PM
To: Harrison, Venita <VHarrison@a2gov.org<mailto:VHarrison@a2gov.org>>; Shary Brown
<[redacted] mailto:[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hi Venita and Shary,
3-4 tomorrow is best for me.

Thanks,
Laura

Laura Rubin | Executive Director
Huron River Watershed Council<http://www.hrwc.org/> | 1100 N. Main Street, Ann Arbor, MI 48104
ph (734) 769-5123 x 606 | c [redacted]
<http://www.hrwc.org/> <http://www.hrwc.org/>

From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 10:09 AM
To: mayor@cityofypsilanti.com<mailto:mayor@cityofypsilanti.com>; Naud, Matthew

<MNaud@a2gov.org<mailto:MNaud@a2gov.org>>; Laura Rubin
<lrubin@HRWC.ORG<mailto:lrubin@HRWC.ORG>>; Smith, Colin
<CSSmith@a2gov.org<mailto:CSSmith@a2gov.org>>; Pollay, Susan
<SPollay@a2dda.org<mailto:SPollay@a2dda.org>>; joe@ypsilantidda.org<mailto:joe@ypsilantidda.org>;
bernat@cityofypsilanti.com<mailto:bernat@cityofypsilanti.com>;
lsettles2@ycschools.us<mailto:lsettles2@ycschools.us>; Allison Buck
<allisonlbuck13@gmail.com<mailto:allisonlbuck13@gmail.com>>; Harrison, Venita
<VHarrison@a2gov.org<mailto:VHarrison@a2gov.org>>
Cc: [redacted] mailto:[redacted] Hupy, Craig
<CHupy@a2gov.org<mailto:CHupy@a2gov.org>>; Taylor, Christopher (Mayor)
<CTaylor@a2gov.org<mailto:CTaylor@a2gov.org>>; Lazarus, Howard
<HLazarus@a2gov.org<mailto:HLazarus@a2gov.org>>; Schopieray, Christine
<CSchopieray@a2gov.org<mailto:CSchopieray@a2gov.org>>; Kellar, Robert
<RKellar@a2gov.org<mailto:RKellar@a2gov.org>>
Subject: Bloomberg Public Art Challenge

The City of Ann Arbor is excited to announce the Bloomberg Philanthropies Public Art Challenge<https://www.bloomberg.org/program/arts/public-art-challenge/> winner, “Float” by Shary Brown of Wonderfool Productions.

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Thank you,
Shary Brown [redacted] mailto:[redacted] [redacted] tel:(734)%20476-9321>

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org<http://a2gov.org> | Phone: (734) 794-6000 x 43102<tel:%28734%29%20647-8985> | Fax: (734) <tel:%28734%29%20647-8985> 994-1816

Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

Dear Christine,

Please find attached the Bloomberg Public Art Challenge outline for a new public art event -- **FLOAT** -- from WonderFool Productions. We are thrilled to be considered for this tremendous opportunity.

Please let me know if you need additional information or clarification. We look forward to hearing from you soon.

Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

From: Schopieray, Christine
To: Lazarus, Howard
Subject: RE: Resolution of Support for Bloomberg Art Challenge
Date: Monday, April 9, 2018 10:48:51 AM

Good morning Howard,
Venita and I have a meeting scheduled with Shary Brown to discuss the proposal Tuesday morning (4/10/18) at 10:00am in the 6th floor conference room. Would you like to have all those copied in your email below invited to this meeting? Or just yourself and Chris Frost? Please advise.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Lazarus, Howard
Sent: Monday, April 09, 2018 8:20 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Higgins, Sara <SHiggins@a2gov.org>; Hupy, Craig <CHupy@a2gov.org>; Frost, Christopher <CFrost@a2gov.org>; Kotarski, John <kotarski@pobox.com>
Subject: FW: Resolution of Support for Bloomberg Art Challenge

Christine:

Please arrange for a meeting/conference call with the applicants so we can be clear on the items Mr. Frost has raised below, and that there is no anticipated City financial support budgeted for this effort. The proposal will have to be better prepared prior to submittal, so timeliness is important. Thank you.

Howard S. Lazarus
City Administrator
City of Ann Arbor
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Ann Arbor, MI 48104
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WonderFool Productions

mobile: [redacted]
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FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

From:	Lazarus, Howard
To:	Schopieray, Christine
Subject:	RE: Resolution of Support for Bloomberg Art Challenge
Date:	Monday, April 9, 2018 4:49:00 PM

Thank you. You can copy all of the addressees. Thx.

Howard S. Lazarus
City Administrator
City of Ann Arbor
301 E. Huron Street
Ann Arbor, MI 48104
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Sent: Monday, April 9, 2018 10:49 AM
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Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Lazarus, Howard
Sent: Monday, April 09, 2018 8:20 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: Higgins, Sara <SHiggins@a2gov.org>; Hupy, Craig <CHupy@a2gov.org>; Frost, Christopher <CFrost@a2gov.org>; Kotarski, John <kotarski@pobox.com>

Subject: FW: Resolution of Support for Bloomberg Art Challenge

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[redacted]

Christopher M. Frost | Senior Assistant City Attorney

City of Ann Arbor | 301 E. Huron St., PO Box 8647 | Ann Arbor, Michigan 48107
734.794.6186 Direct | 734.794.6170 Office | 734.994.4954 Fax | cfrost@a2gov.org

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From: Shary Brown [mailto:[redacted]
Sent: Monday, March 26, 2018 1:35 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Cc: WonderFool Productions <wonderfoolproductions@gmail.com>
Subject: WonderFool Productions -- Bloomberg Public Art Challenge

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Best, Shary

Shary Brown
WonderFool Productions

mobile: [redacted]
wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

From:	Schopieray, Christine
To:	Harrison, Venita
Subject:	FW: Resolution of Support for Bloomberg Art Challenge
Date:	Monday, April 9, 2018 4:59:00 PM

Hi Venita,
Just keeping you in the loop. I have invited both Allison Buck and Chris Frost to attend the 10am meeting tomorrow. I have called the Bloomberg organization and gotten answers to Chris Frosts queries. (No on all accounts) I haven't invited John Kotarski, just Allison. Feel free to invite him if you like since I haven't gotten an acceptance from Allison for tomorrow. Chris Frost is there to guide us on the resolution's wording. Please invite Craig, though I believe he will want you to attend in his stead.
That's all the news.
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Lazarus, Howard
Sent: Monday, April 09, 2018 4:50 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Resolution of Support for Bloomberg Art Challenge

Thank you. You can copy all of the addressees. Thx.

Howard S. Lazarus
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From: Schopieray, Christine
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[redacted]

Christopher M. Frost | Senior Assistant City Attorney
City of Ann Arbor | 301 E. Huron St., PO Box 8647 | Ann Arbor, Michigan 48107
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Shary Brown
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April 6 and 8, 2018

ypsiGLOW
October 26, 2018

From: Shary Brown
To: Laura Rubin
Cc: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge
Date: Monday, April 9, 2018 8:58:03 PM

Laura, thanks so much for the thoughtful response. We've learned a little more about the constraints of the grant and the direction-criteria the city would like us to take.

We will get back with you once we've had a chance to blend all the information. I'm sure there will be a few more opportunities to help inform our proposal.

Your enthusiasm and expertise is really helpful. I'm grateful you be taken the time to support this effort.

Shary

shary brown
[redacted]

On Sun, Apr 8, 2018, 3:42 PM Laura Rubin <lrubin@hrwc.org> wrote:

> Hi Shary and Venita,
> A couple of thoughts from our conversation last Wednesday.
>
> I like many of the ideas we discussed at the meeting but will try to help narrow down a scope and suggest some ideas.
> 1. I like the idea of emphasizing the ecologic connection between AA and Ypsi; not through Washtenaw Avenue or I-94 or US 23, but along the river and bringing great awareness of the river's route that connects the two communities. Paddling and events make the most sense to accomplish this but given your title of "Float", some kind of visual pr performance art or music on the river makes sense.
> 2. I also like the idea of hosting events over a few (2-4) weekends at different parks along the river both in Ypsi and AA focused around themes that connect the two communities. Ecological (fish, bugs, birds, critters), History, Threats (nutrients--phosphorus, climate, pollution, invasive species), Key features: dams and recreation. Ann Arbor has Barton, Bandemer, Argo, Riverside, Furstenberg, and Barton parks along the river. Ypsi has Peninsular, Frog Island, Riverside, and Waterworks parks along the river.
> 3. Ideally we could float art built by citizens or performers from these events down the river, but the dams make this hard. I suggest we focus the float from place to place--park to park, since the dams make a big float impossible. I also like the idea of returning these items upstream via the B2B trail if that makes sense. Maybe there are 2 floats on different weekends?
>
> In terms of budget and match. HRWC could contribute staff time and marketing match probably between $5-10k depending on the events. I would also need some budget for my staff to lead or participate in the educational events at the parks.
>
> In terms of other comments: I hope this art challenge says focused on the Huron River and the riverfront. It will be easy to get drawn away. I'm torn between permanent versus temporary art. Permanent art installations to each city would be wonderful but I'm not sure

that is WFP's strength. Correct?

Let me know if you have other questions or idea to bounce around.

Sincerely,
Laura

From: Shary Brown [redacted]
Sent: Tuesday, April 03, 2018 2:34 PM
To: Laura Rubin
Cc: Harrison, Venita
Subject: Re: Bloomberg Public Art Challenge

Laura,

Thanks for making the adjustments to your schedule so that you can be at present for most of the meeting.

Your input will be really important for identifying and assessing the issues that become the focus for community interactions and creative activities.

Shary

shary brown
[redacted]

On Tue, Apr 3, 2018, 12:53 PM Laura Rubin <lrubin@hrwc.org> wrote:

> Okay, I can move some other meetings around and be there until 11:00.
>
> Where in City Hall?
>
> Laura
>
> ---
>
> **From:** Harrison, Venita [mailto:VHarrison@a2gov.org]
> **Sent:** Tuesday, April 03, 2018 12:50 PM
> **To:** Laura Rubin <lrubin@HRWC.ORG>; Shary Brown <[redacted]
> **Subject:** RE: Bloomberg Public Art Challenge
>
> Hello Laura,

Thank you. Based on notifications that received thus far, this meeting will be held Wednesday at 9:30am. I will take notes and provide a summary to all after our meeting. Shary will more than likely reach to those unable to attend for your additional sharing and input.

Thank you,

Venita

From: Laura Rubin <lrubin@HRWC.ORG>
Sent: Tuesday, April 03, 2018 12:43 PM
To: Harrison, Venita <VHarrison@a2gov.org>; Shary Brown <[redacted]
Subject: RE: Bloomberg Public Art Challenge

Hi Venita and Shary,

3-4 tomorrow is best for me.

Thanks,

Laura

Laura Rubin | *Executive Director*

Huron River Watershed Council | 1100 N. Main Street, Ann Arbor, MI 48104

ph (734) 769-5123 x 606 | c [redacted]

From: Harrison, Venita [mailto:VHarrison@a2gov.org]
Sent: Tuesday, April 03, 2018 10:09 AM
To: mayor@cityofypsilanti.com; Naud, Matthew <MNaud@a2gov.org>; Laura Rubin <lrubin@HRWC.ORG>; Smith, Colin <CSSmith@a2gov.org>; Pollay, Susan

<SPollay@a2dda.org>; joe@ypsilantidda.org; bernat@cityofypsilanti.com; lsettles2@ycschools.us; Allison Buck <allisonlbuck13@gmail.com>; Harrison, Venita <VHarrison@a2gov.org>
Cc: [redacted] Hupy, Craig <CHupy@a2gov.org>; Taylor, Christopher (Mayor) <CTaylor@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>; Kellar, Robert <RKellar@a2gov.org>
Subject: Bloomberg Public Art Challenge

The City of Ann Arbor is excited to announce the Bloomberg Philanthropies Public Art Challenge winner, "*Float*" by Shary Brown of Wonderfool Productions.

"Float" is designed to be a signature inclusive event, built by and for the community, on and along the Huron River, as it runs though Ann Arbor and Ypsilanti. It will be designed to raise appreciation and awareness about the River's history and ecology, to encourage sustainable practices, and to generate recreational, cultural and economic impact in both cites through a positive, shared event.

There is immerse power in participatory community art events that invite community engagement and stakeholders to participate in ways that highlight local diversity, connectivity, sustainability, and foster curiosity. With that said, we reach out to you to check your willingness to participate in an initial meeting to begin a conversation on how best to move this project forward.

Please share your availability to attend a meeting on ***Wednesday, April 4, 2018 at the Ann Arbor City Hall at 9:30-11:30am OR 3-4pm (choosing best time for all).*** If you cannot attend, please plan to send a representative. This is an informal initial meeting and an important first step for community leaders in Ann Arbor and Ypsilanti to determine how best to move forward.

Thank you,

Shary Brown [redacted] [redacted]

Venita Harrison

MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104

a2gov.org | Phone: **(734) 794-6000 x 43102** | Fax: **(734) 994-1816**

From: Shary Brown
To: Schopieray, Christine
Subject: Re: Modified proposal
Date: Tuesday, April 10, 2018 4:21:58 PM

---

thanks. working on it. Jeri and I are scheduled to get together midday Thursday.

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

On Tue, Apr 10, 2018 at 4:04 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good afternoon Shari,
>
> I will need to submit the Resolution stating that the Mayor supports your organization as the finalist to represent the City of Ann Arbor in the Bloomberg Public Art Challenge by Friday of this week along with an attached pdf of the modified proposal. Since the due date is Friday (4/13) for this to be submitted as an agenda item for Monday's meeting, I will need to receive your modified proposal by the close of business on Thursday. Just giving you a heads up!
>
> Sincerely,
>
> Christine
>
> (Good Luck!)
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
>)13

From: Schopieray, Christine
To: Shary Brown
Subject: RE: Modified proposal
Date: Tuesday, April 10, 2018 4:30:00 PM

Good luck! Hey, I saw a picture on Mlive of the Ypsi dragon from Foolmoon. I also looked at the application again and they will let you submit up to 5 photos of previous artworks. (Yay!)

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Tuesday, April 10, 2018 4:22 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Re: Modified proposal

thanks. working on it. Jeri and I are scheduled to get together midday Thursday.

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

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> Sincerely,
> Christine
> (Good Luck!)
>
> Christine Schopieray
> Executive Administrative Assistant
> Mayor's Office
> City of Ann Arbor

734-794-6161 ext. 41602
)13

From: Shary Brown
To: Schopieray, Christine
Subject: Re: Modified proposal
Date: Tuesday, April 10, 2018 5:30:17 PM

Thanks! I think I saw that one--it's great! I just took a first pass through the narrative stuff I submitted before and will send to Jeri. Once she's done I'll pass it by you and Venita if you like.

Tomorrow I will actually look at the app and see what I can get loaded.

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

On Tue, Apr 10, 2018 at 4:30 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

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>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Shary Brown [mailto:[redacted]
> **Sent:** Tuesday, April 10, 2018 4:22 PM
> **To:** Schopieray, Christine <CSchopieray@a2gov.org>
> **Subject:** Re: Modified proposal
>
> thanks. working on it. Jeri and I are scheduled to get together midday Thursday.
>
> Shary Brown

WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools

April 6 and 8, 2018

ypsiGLOW

October 26, 2018

On Tue, Apr 10, 2018 at 4:04 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good afternoon Shari,
>
> I will need to submit the Resolution stating that the Mayor supports your organization as the finalist to represent the City of Ann Arbor in the Bloomberg Public Art Challenge by Friday of this week along with an attached pdf of the modified proposal. Since the due date is Friday (4/13) for this to be submitted as an agenda item for Monday's meeting, I will need to receive your modified proposal by the close of business on Thursday. Just giving you a heads up!
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> Sincerely,
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> Christine
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> Christine Schopieray
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> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
>)13

From: Schopieray, Christine
To: Frost, Christopher
Subject: Resolution for the Bloomberg Public Art Challenge
Date: Wednesday, April 11, 2018 12:04:00 PM

Hi Chris,
I have entered the resolution into Legistar. Please review it and let me know if changes need to be made. File: 18-0635.

Shary is working on the proposal to attach to the resolution and hopes to have a draft tomorrow between 11am-1pm. She may upload it to the application where it can be reviewed.

Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
To: Lazarus, Howard; Christopher Taylor; Taylor, Christopher (Mayor)
Subject: FW: another question for you to fill out
Date: Wednesday, April 11, 2018 1:39:00 PM

Good afternoon Gentlemen,
We have started filling out the application for the Bloomberg Public Art Challenge and came upon the question in the email below. Can you please answer the question of how the project will continue to be implemented if there is a change in Executive Administration? Your response is greatly appreciated.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Shary Brown [mailto:[redacted]
Sent: Wednesday, April 11, 2018 12:11 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: another question for you to fill out

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

I started copying and pasting and ran across this. Will let you know if anything else pops up.

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

From: Frost, Christopher
To: Schopieray, Christine
Subject: RE: Resolution for the Bloomberg Public Art Challenge
Date: Wednesday, April 11, 2018 2:25:19 PM

Made a couple of clarifying changes and added the late approval sequence. If the budget changes in the revised proposal, we may need to edit the resolution to reflect that. Please forward to me when you receive it.

Chris

From: Schopieray, Christine
Sent: Wednesday, April 11, 2018 12:05 PM
To: Frost, Christopher <CFrost@a2gov.org>
Subject: Resolution for the Bloomberg Public Art Challenge

Hi Chris,
I have entered the resolution into Legistar. Please review it and let me know if changes need to be made. File: 18-0635.

Shary is working on the proposal to attach to the resolution and hopes to have a draft tomorrow between 11am-1pm. She may upload it to the application where it can be reviewed.

Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Schopieray, Christine
To: Frost, Christopher
Subject: RE: Resolution for the Bloomberg Public Art Challenge
Date: Wednesday, April 11, 2018 2:50:00 PM

Hi Chris,
I don't know if you want to look over the application and what Shary has entered so far but it includes the wording of the proposal and some budget estimates. You can Google Bloomberg Challenge, click on Public Art Challenge and return to application to scroll through and see what has been entered so far. If you need the mayor's email and password they are as follows: ctaylor@a2gov.org password: [redacted]. As long as nobody clicks on submit we can still make changes.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Frost, Christopher
Sent: Wednesday, April 11, 2018 2:25 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Resolution for the Bloomberg Public Art Challenge

Made a couple of clarifying changes and added the late approval sequence. If the budget changes in the revised proposal, we may need to edit the resolution to reflect that. Please forward to me when you receive it.

Chris

From: Schopieray, Christine
Sent: Wednesday, April 11, 2018 12:05 PM
To: Frost, Christopher <CFrost@a2gov.org>
Subject: Resolution for the Bloomberg Public Art Challenge

Hi Chris,
I have entered the resolution into Legistar. Please review it and let me know if changes need to be made. File: 18-0635.

Shary is working on the proposal to attach to the resolution and hopes to have a draft tomorrow between 11am-1pm. She may upload it to the application where it can be reviewed.

Sincerely,

Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Harrison, Venita
To:	"Allison Buck"
Subject:	2018 Bloomberg Challenge - Application Review
Date:	Thursday, April 12, 2018 3:05:00 PM
Attachments:	2018 Public Art Challenge - Phase One Application.html

---

Hi Allison,

Sharing this draft for your review and input. Please share your thoughts and please share if you see areas where we are "missing" a key opportunity.

Still need to add contact information for Parks staff
Need to add photos attachments
Need to add the map showing the parkland along the Huron River
Also need to add the following hyperlink wonderfoolproductions.org

Venita Harrison
MANAGEMENT ASSISTANT
City of Ann Arbor | Public Services Administration
301 E Huron Street | Ann Arbor, MI 48104
a2gov.org | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

EVERYWHERE · EVERYONE · EVERY DAY.
a2gov.org/A2BeSafe

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City

Please enter as "City of ...", "Town of ...", etc.

City of Ann Arbor

Mailing Address

City Hall Street Address

301 E. Huron St., Larcom City Hall

City

Ann Arbor

State

MI

Zip Code

48107

Population

120,777

Website

www.a2gov.org

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Mayor

Prefix

Mr.

First Name

Christopher

Middle Initial

M.

Last Name

Taylor

Email

ctaylor@a2gov.org

Phone

734-794-6161

Month and year current term ends (mm/yy)

11/18

Eligible for another term

Please enter "Yes" or "No"

Yes

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Executive Administrative Assistant to the Mayor

Prefix

Ms.

First Name

Christine

Middle Initial

M.

Last Name

Schopieray

Email

cschopieray@a2gov.org

Phone

734-734-794-6161

Application Details

4. Project Information

Proposed Project Title

FLOAT

Proposed Project Description

(300 words maximum)

FLOAT will be a groundbreaking public art event on and by Michigan's Huron River. The river runs through the cities of Ann Arbor and Ypsilanti, connecting citizens of both towns. Together, citizens of those different cities will celebrate the river's value to building healthy and vital communities, and encourage sustainable practices. The art will be designed and built by people of the communities, giving them ownership and voice over an issue--water--that Michigan residents now realize is a precious resource, and one to be protected.

WonderFool Productions (WFP), a local non-profit participatory arts event organization, has experience producing arts events in both communities. As part of a WonderFool experience, people of all ages and income levels join together to create in the months prior to the event. On event day expect to see enormous puppets, luminaries, music and dancing. The joy of witnessing collective art making comes through WonderFool's unique method of hosting a series of community engagement workshops to build familiarity and partnerships between community organizations, artists and citizens.

There is immense power in participatory community art events that highlight local diversity, connectivity, sustainability, and foster curiosity. FLOAT will employ WFP's community engagement model to define issues and creative resolutions in the initial meetings. WFP's model provides educational and resources to underserved populations and organizations through partnerships that remove barriers to participation. Artists and community institutions, businesses and organizations will be paired to lead art teaching-making workshops to create art and interactive experiences in the River's parks that comprise the content and activities for FLOAT. Artists will be commissioned to make collaborative pieces which explore various aspects of the Huron River. These activities will culminate in a community built art festival floating, walking and riding between the two communities in a connected and shared celebration.

Civic issue being addressed

(50 words maximum)

The Huron River links two different (size, economics, race) towns eight miles apart. The River is an essential resource and metaphorical connection between communities with a fraught, but mutually dependent relationship. Protecting our shared, fragile resource will build community trust and avoid a tragedy such as suffered in nearby Flint.

Climate change is one of the most pressing challenges facing communities across the United States and the world. This project will bring together communities along a common river to accomplish peer-to-peer learning about the challenges of a changing climate. By building art together, neighbors will gather at the river and like earlier revival meetings come to a better understanding of the changes measured to date (e.g., 44% increase in precipitation and 41% increase in extreme storms) and begin a dialogue with neighbors with a common interest in engaging around the river.

Proposed Project Date Open to the Public

10/01/2019

Proposed Project End Date

10/01/2021

Total Project Costs

1,100,000

Total Committed Funds, if any, as of March 2018

Enter $0 if no funds have been committed

0

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

975,000

5. Project Location(s)

Please select the city(s) that will benefit from this project.

Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

Ann Arbor (North America-United States-Michigan)
Michigan (North America-United States)

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

Ann Arbor Parks:
Barton Nature Area 1010 W Huron River Drive, Ann Arbor, MI 48103
Bandemer Park - 1331 Lake Shore Dr , Ann Arbor, MI 48104
Argo Nature Center - 1055 Long Shore Dr, Ann Arbor, MI 48104
Island Park, Island Drive, Ann Arbor, MI 18105
Furstenberg Nature Area - 2626 Fuller Rd, Ann Arbor, MI 48105
Gallup Park- 3000 Fuller Rd, Ann Arbor MI 48105
Ypsilanti Parks:
Peninsular 1265 Leforge Rd Ypsilanti, Mi 48197
Frog Island, 699 Rice St, Ypsilanti, MI 48197
Riverside 5 E Cross St, Ypsilanti, MI 48197
Waterworks 40 Catherine St, Ypsilanti MI 48197

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

Adriana Zardus: WonderFool Productions Producer, University of Michigan alumna graduating with honors from the Ross School of Business and University of Michigan Taubman School of Art + Design. Three years experience with FestiFools, FoolMoon and ypsiGLOW.

Shary Brown: Founder WonderFool Productions, more than 30 years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original, FestiFools, FoolMoon and founder of ypsiGLOW.

Jeri Rosenberg: creator, educator, and arts philanthropist. Founder, FestiFools, FoolMoon and founder, ypsiGLOW.

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

WonderFool Productions
Huron River Watershed Council
Riverside Art Center
City of Ann Arbor
City of Ypsilanti
City of Ann Arbor Parks and Recreation
City of Ypsilanti Parks and Facilities
Ann Arbor District Library
Ypsilanti District Library
Ann Arbor Public Schools
Ypsilanti Public Schools
Ann Arbor Art Center
Hands On Museum-Leslie Center

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

City of Ann Arbor, Mayor Christopher Taylor
City of Ypsilanti, Mayor Amanda Edmonds
City of Ann Arbor Parks and Recreation, Colin Smith, Josh Landefeld

City of Ypsilanti Parks and Facilities, Wendy Estey
Ann Arbor District Library, Executive Director, Josie Parker
Ypsilanti District Library, Downtown Branch Manager, Joy Cichewicz
Ann Arbor Public Schools, Janine Swift
Ypsilanti Public Schools, Lynne Settles
Ann Arbor Art Center, Marie Klopf

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

WonderFool Productions will hold primary responsibility for coordinating the program. They have over 12 years of experience collaborating with the cities of both Ann Arbor and Ypsilanti, as well as local artists and other funders. WonderFool Productions will facilitate the project through the following community engagement process:
Host a series of community meetings to determine the community projects and identify partnerships and needs.
Develop educational art programs, with partner organizations, based on community meeting outcomes.
Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.

Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.
Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.
Coordinate park improvements identified in community meetings that will improve community use of parks for the events.

Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.
Encourage workshop participants to bring their masterpieces to FLOAT.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

The City of Ann Arbor has passed a Council Resolution declaring their support of this project; they would be obligated to work towards its implementation through completion of the project.

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?

Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

Private Donations 15,000
Michigan Council of Arts and Cultural Affairs 4,000
Ann Arbor Area Community Foundation 15,000
Corporate-Business Sponsorships 20,000

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.

(200 words maximum)

Supplies 15,000
Marketing Materials 10,000
Documentary services 5,000
Partner staff 26,000
Huron River Watershed Council,
Riverside Art Center,
Ypsilanti District Library,
Ann Arbor District Library,
Ann Arbor Public Schools,
Ypsilanti Community Schools

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

(200 words maximum)

WonderFool Productions has produced more than two dozen local public art events using the community engagement model proposed here. Shary Brown has over 30 years of executive and budgeting experience in producing events in Ann Arbor and Ypsilanti, including Ann Arbor Art Fair, FestiFools, FoolMoon, and ypsiGlow, Recent contracts with service providers, artists, rentals, support services and fee structures hs provided a range of current cost estimates.

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.

(200 words maximum)

WonderFool Productions has a successful track record of creating events that engage active participation from people from a diverse cross-section of the community. A broad representation of both the Ann Arbor and Ypsilanti community demographics, in age, economic status, ethnicity, race, gender, and educational status.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

(300 words maximum)

Community outreach through WonderFool Productions and Partner social media, newsletters, traditional press and media releases.
Participation in public events.
Appearances and participation with community service organizations
Outreach in parks, schools and with area nature and cultural organizations in their programming
Billboards
The fundamental strategy is by personal connections, invitations through community organizations and trusted community entities.
For example at FoolMoon and FestiFools 2018

Artists + Performance Groups: 26 (totaling 119 individuals)
Businesses: 20
Organizations: 14
Volunteers: 277

ypsiGLOW 2017
Artists: 31
Businesses: 24
Organizations:19
Volunteers: 47

How do you plan to engage communities impacted by this project during its planning, development and implementation?

(300 words maximum)

Communities impacted by this project will range from young children to seniors, professionals to underserved groups and across the racial and ethnic spectrum. WonderFools has significant experience serving all of these groups. They ensure total participation by, identifying barriers to participation and providing solutions such as transportation and food at their creative events. WonderFool Productions is skilled at matching artist, nonprofits, service groups, schools, and business, to benefit their unique goals and position in the community.
Host a series of community meetings to determine the community projects and identify partnerships and needs.
Develop educational art programs, with partner organizations, based on community meeting outcomes.
Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.

Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.
Coordinate park improvements identified in community meetings that will improve community use of parks for the events.
Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.
Encourage workshop participants to bring their masterpieces to FLOAT.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Please list each entity on a separate line. (200 words maximum)

Huron River Watershed Council
Riverside Art Center,
Ypsilanti District Library,
Ann Arbor District Library
Ann Arbor Public Schools
Ypsilanti Community Schools
Ann Arbor's 107one Radio
Local NPR stations (WEMU and WUOM)
MLive
Ann Arbor Observer
Current Magazine
Ann Arbor Parent
Riverside Art Center

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

Link the Ann Arbor and Ypsilanti communities through our shared river, the Huron River
Create positive interactions between individuals, organizations, institutions and local government in the collective celebration and sustainable protection of our parks and river
Foster a positive dialog between the citizens of Ann Arbor and Ypsilanti
Create accessible educational modules about the river and its role as a critical resource for clean water and a healthy environment
Create opportunities for community built art, interactive experiences and creative expression to build positive sustainable community relationships

How will you assess the impact of this project?

(250 words maximum)

Surveys taken by each partner
Participant counts and form of participation recorded by each partner and WFP
Social media interactions, images, and connections made
Social media data
Economic impact data from local businesses, organizations and institutions
Surveys at FLOAT events

Name the partner(s) you plan to work with on this assessment.

Please list each entity on a separate line. (150 words maximum)

City of Ann Arbor Parks and Rec
Ypsilanti DDA
Riverside Art Center
Ypsilanti Community Schools
Ann Arbor Public Schools
Ann Arbor District Library
Ypsilanti District Library
WonderFool Productions
Professional Survey company

From:	Schopieray, Christine
To:	Allison Buck
Subject:	letter of support from the Mayor
Date:	Thursday, April 12, 2018 4:17:00 PM
Attachments:	Mayor"s support letter for 2018 Bloomberg art challenge.docx

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Good afternoon Allison,
The task of drafting the Mayor's support letter for the Bloomberg proposal has fallen to me and I could use your help. I have read pages 2 and 5 of How to apply to the Public Art Challenge and have been trying to come up with something that meets their criteria. Granted this is still in the initial stages…but could you give it a glance and steer me in the direction of what it is you think they may want? I have attached the Word doc. containing the start of the letter. Feel free to edit or make changes as I value your opinion
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

As Mayor of the City of Ann Arbor we are proud to have earned the reputation of being an art destination of the Midwest and hope to continue to expose our community and visitors to the joy of experiencing art firsthand.

At a time when climate change is occurring at its most rapid rate to date, when corporations are draining our aquifers, and surrounding states are diverting water from the Great Lakes while Michigan communities lack potable water, we feel the need to stress the importance of preserving our valued resource of water. We are excited to support "Float" as an ambitious new art project that will focus on sustainability and bring awareness to our mutual resource, the Huron River. Workshops will be held in local parks and partner facilities along the river and culminate in a community built art festival that will float, walk, illuminate and ride between the two communities. It is our hope that we can build a greater community understanding of the value the Huron River serves in our community while promoting the need to keep our waterways healthy and sustainable.

WonderFool Productions has been a consistent partner in bringing the art experience to the community with FoolMoon- their Luminary event, FestiFools- a giant puppet parade, and YpsiGlow their Halloween celebration. Their founder, Shary Brown has over 30 years of executive experience directing the Ann Arbor Art Fair and generating enthusiasm for community events. WonderFool Productions will partner with the Huron River Watershed Commission, Riverside Art Center, Ypsilanti and Ann Arbor District Libraries, and Ann Arbor and Ypsilanti Public schools and a host of local artists to bring this project to fruition.

From:	Shary Brown
To:	Schopieray, Christine; Harrison, Venita; Jeri Rosenberg
Subject:	Copies of Bloomberg FLOAT grant
Date:	Thursday, April 12, 2018 5:44:57 PM
Attachments:	2018 Public Art Challenge Application copy.docx Bloomberg Public Art Challenge word doc.docx

---

Hi all,

I have attached two versions of the grant as it stands now (about 5:30 Thursday).

One is a word document that I pasted from the grant, but re-typed all the questions, etc. so that modifications could be made and then we can change the grant. Items needing attention are highlighted in red.

The other is a direct copy of the grant.

Please let me know if these serve your needs. And thanks for all the help!

Shary

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City

Please enter as "City of ...", "Town of ...", etc.

City of Ann Arbor

Mailing Address

City Hall Street Address

301 E. Huron St., Larcom City Hall

City

Ann Arbor

State

MI

Zip Code

48107

Population

120,777

Website

www.a2gov.org

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title

Mayor

Prefix

Mr.

First Name

Christopher

Middle Initial

M.

Last Name

Taylor

Email

ctaylor@a2gov.org

Phone

734-794-6161

Month and year current term ends (mm/yy)

11/18

Eligible for another term

Please enter "Yes" or "No"

Yes

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title

Executive Administrative Assistant to the Mayor

Prefix

Ms.

First Name

Christine

Middle Initial

M.

Last Name

Schopieray

Email

cschopieray@a2gov.org

Phone

734-734-794-6161

Application Details

4. Project Information

Proposed Project Title

FLOAT

Proposed Project Description

(300 words maximum)

FLOAT will be a groundbreaking public art event on and by Michigan's Huron River. The river runs through the cities of Ann Arbor and Ypsilanti, connecting citizens of both towns. Together, citizens of those different cities will celebrate the river's value to building healthy and vital communities, and encourage sustainable practices. The art will be designed and built by people of the communities, giving them ownership and voice over an issue--water--that Michigan residents now realize is a precious resource, and one to be protected.

WonderFool Productions (WFP), a local non-profit participatory arts event organization, has experience producing arts events in both communities. As part of a WonderFool experience, people of all ages and income levels join together to create in the months prior to the event. On event day expect to see enormous puppets, luminaries, music and dancing. The joy of witnessing collective art making comes through WonderFool's unique method of hosting a series of community engagement workshops to build familiarity and partnerships between community organizations, artists and citizens.

There is immense power in participatory community art events that highlight local diversity, connectivity, sustainability, and foster curiosity. FLOAT will employ WFP's community engagement model to define issues and creative resolutions in the initial meetings. WFP's model provides educational and resources to underserved populations and organizations through partnerships that remove barriers to participation. Artists and community institutions, businesses and organizations will be paired to lead art teaching-making workshops to create art and interactive experiences in the River's parks that

comprise the content and activities for FLOAT. Artists will be commissioned to make collaborative pieces which explore various aspects of the Huron River. These activities will culminate in a community built art festival floating, walking and riding between the two communities in a connected and shared celebration.

Civic issue being addressed

(50 words maximum)

The Huron River links two different (size, economics, race) towns eight miles apart. The River is an essential resource and metaphorical connection between communities with a fraught, but mutually dependent relationship. Protecting our shared, fragile resource will build community trust and avoid a tragedy such as suffered in nearby Flint.

Climate change is one of the most pressing challenges facing communities across the United States and the world. This project will bring together communities along a common river to accomplish peer-to-peer learning about the challenges of a changing climate. By building art together, neighbors will gather at the river and like earlier revival meetings come to a better understanding of the changes measured to date (e.g., 44% increase in precipitation and 41% increase in extreme storms) and begin a dialogue with neighbors with a common interest in engaging around the river.

Proposed Project Date Open to the Public

10/01/2019

Proposed Project End Date

10/01/2021

Total Project Costs

1,100,000

Total Committed Funds, if any, as of March 2018

Enter $0 if no funds have been committed

0

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

975,000

5. Project Location(s)

Please select the city(s) that will benefit from this project.

Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

Ann Arbor (North America-United States-Michigan)
Michigan (North America-United States)

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

Ann Arbor Parks:
Barton Nature Area 1010 W Huron River Drive, Ann Arbor, MI 48103
Bandemer Park - 1331 Lake Shore Dr , Ann Arbor, MI 48104
Argo Nature Center - 1055 Long Shore Dr, Ann Arbor, MI 48104
Island Park, Island Drive, Ann Arbor, MI 18105
Furstenberg Nature Area - 2626 Fuller Rd, Ann Arbor, MI 48105
Gallup Park- 3000 Fuller Rd, Ann Arbor MI 48105
Ypsilanti Parks:
Peninsular 1265 Leforge Rd Ypsilanti, Mi 48197
Frog Island, 699 Rice St, Ypsilanti, MI 48197
Riverside 5 E Cross St, Ypsilanti, MI 48197
Waterworks 40 Catherine St, Ypsilanti MI 48197

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.

(300 words maximum)

Adriana Zardus: WonderFool Productions Producer, University of Michigan alumna graduating with honors from the Ross School of Business and University of Michigan Taubman School of Art + Design. Three years experience with FestiFools, FoolMoon and

ypsiGLOW.

Shary Brown: Founder WonderFool Productions, more than 30 years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original, FestiFools, FoolMoon and founder of ypsiGLOW.

Jeri Rosenberg: creator, educator, and arts philanthropist. Founder, FestiFools, FoolMoon and ypsiGLOW.

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

WonderFool Productions
Huron River Watershed Council
Riverside Art Center
City of Ann Arbor
City of Ypsilanti
City of Ann Arbor Parks and Recreation
City of Ypsilanti Parks and Facilities
Ann Arbor District Library
Ypsilanti District Library
Ann Arbor Public Schools
Ypsilanti Public Schools
Ann Arbor Art Centera
Hands On Museum-Leslie Center

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

City of Ann Arbor, Mayor Christopher Taylor
City of Ypsilanti, Mayor Amanda Edmonds
WonderFool Productions, Shary Brown
City of Ann Arbor Parks and Recreation, Colin Smith, Josh Landefeld
City of Ypsilanti Parks and Facilities, Wendy Estey
Ann Arbor District Library, Executive Director, Josie Parker
Ypsilanti District Library, Downtown Branch Manager, Joy Cichewicz
Ann Arbor Public Schools, Janine Swift
Ypsilanti Public Schools, Lynne Settles
Ann Arbor Art Center, Marie Klopf

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

WonderFool Productions will have primary responsibility for coordinating the program. They have over 12 years of experience collaborating with the cities of both Ann Arbor and Ypsilanti, as well as local artists and other funders. WonderFool Productions will facilitate the project through the following community engagement process:
Host a series of community meetings to determine the community projects and identify partnerships and needs.
Develop educational art programs, with partner organizations, based on community meeting outcomes.
Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.

Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.
Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.
Coordinate park improvements identified in community meetings that will improve community use of parks for the events.

Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.
Encourage workshop participants to bring their masterpieces to FLOAT.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

The City of Ann Arbor has passed a Council Resolution declaring their support of this project; they would be obligated to work towards its implementation through completion of the project.

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?

Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

Private Donations 15,000
Michigan Council of Arts and Cultural Affairs 4,000
Ann Arbor Area Community Foundation 15,000
Corporate-Business Sponsorships 20,000

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.

(200 words maximum)

Supplies 15,000
Marketing Materials 10,000
Documentary services 5,000
Partner staff 26,000
Huron River Watershed Council,
Riverside Art Center,
Ypsilanti District Library,
Ann Arbor District Library,
Ann Arbor Public Schools,
Ypsilanti Community Schools

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

(200 words maximum)

WonderFool Productions has produced more than two dozen local public art events using the community engagement model proposed here. Shary Brown has over 30 years of executive and budgeting experience in producing events in Ann Arbor and Ypsilanti, including the Ann Arbor Art Fair, FestiFools, FoolMoon, and ypsiGlow.
Recent contracts with service providers, artists, rentals, support services and fee structures has provided a range of current cost estimates.

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.

(200 words maximum)

WonderFool Productions has a successful track record of creating events that encourage active participation from a diverse cross-section of the community. A broad representation of both the Ann Arbor and Ypsilanti community demographics, in age, economic status, ethnicity, race, gender, and educational status is expected to participate.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

(300 words maximum)

The fundamental strategy is to reach participants through personal connections, through information sent by community organizations, and trusted community entities. The most often used tools are:
Community outreach through WonderFool Productions and Partner social media, newsletters, traditional press and media releases.

Participation in public events.
Appearances and participation with community service organizations
Outreach in parks, schools and with area nature and cultural organizations in their programming
Billboards

In previously produced events WonderFool Productions reached hundreds of community members who participated by making luminaries and puppets in dozens of workshops held in libraries, businesses and non-profit organizations. Tens of artists were commissioned to make pieces and interactive installations for the events and performers and musicians were engaged to create performances for WFP's community based events. Each of these makers, artists, businesses and organizations connects with others to encourage participation and attendance.

How do you plan to engage communities impacted by this project during its planning, development and implementation?

(300 words maximum)

Communities impacted by this project will range from young children to seniors, professionals to underserved groups and across the racial and ethnic spectrum. WonderFools has significant experience serving all of these groups. They ensure total participation by, identifying barriers to participation and providing solutions such as transportation and food at their creative events. WonderFool Productions is skilled at matching artist, nonprofits, service groups, schools, and business, to benefit their unique goals and position in the community.
Host a series of community meetings to determine the community projects and identify partnerships and needs.
Develop educational art programs, with partner organizations, based on community meeting outcomes.
Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.
Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.
Coordinate park improvements identified in community meetings that will improve community use of parks for the events.
Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.
Encourage workshop participants to bring their masterpieces to FLOAT.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Please list each entity on a separate line. (200 words maximum)

Huron River Watershed Council
Riverside Art Center,
Ypsilanti District Library,
Ann Arbor District Library
Ann Arbor Public Schools
Ypsilanti Community Schools
Ann Arbor's 107one Radio
Local NPR stations (WEMU and WUOM)
MLive
Ann Arbor Observer
Current Magazine
Ann Arbor Parent
Riverside Art Center

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

Link the Ann Arbor and Ypsilanti communities through our shared river, the Huron River
Create positive interactions between individuals, organizations, institutions and local government in the collective celebration and sustainable protection of our parks and river
Foster a positive dialogue between the citizens of Ann Arbor and Ypsilanti
Create accessible educational modules about the river and its role as a critical resource for clean water and a healthy environment
Create opportunities for community built art, interactive experiences and creative expression to build positive sustainable community relationships.

How will you assess the impact of this project?

(250 words maximum)

Surveys taken by each partner
Participant counts and form of participation recorded by each partner and WFP
Social media interactions, images, and connections made
Social media data
Economic impact data from local businesses, organizations and institutions
Surveys at FLOAT events

Name the partner(s) you plan to work with on this assessment.

Please list each entity on a separate line. (150 words maximum)

City of Ann Arbor Parks and Recreation
Ypsilanti Downtown Development Authority
Riverside Art Center
Ypsilanti Community Schools
Ann Arbor Public Schools
Ann Arbor District Library
Ypsilanti District Library
WonderFool Productions
Professional Survey company

Bloomberg Public Art Challenge

Proposed Project Description

FLOAT will be a groundbreaking public art event on and by Michigan's Huron River. The river runs through the cities of Ann Arbor and Ypsilanti, connecting citizens of both towns. Together, citizens of those different cities will celebrate the river's value to building healthy and vital communities, and encourage sustainable practices. The art will be designed and built by people of the communities, giving them ownership and voice over an issue--water--that Michigan residents now realize is a precious resource, and one to be protected.

WonderFool Productions (WFP), a local non-profit participatory arts event organization, has experience producing arts events in both communities. As part of a WonderFool experience, people of all ages and income levels join together to create in the months prior to the event. On event day expect to see enormous puppets, luminaries, music and dancing. The joy of witnessing collective art making comes through WonderFool's unique method of hosting a series of community engagement workshops to build familiarity and partnerships between community organizations, artists and citizens.

There is immense power in participatory community art events that highlight local diversity, connectivity, sustainability, and foster curiosity. FLOAT will employ WFP's community engagement model to define issues and creative resolutions in the initial meetings. WFP's model provides educational and resources to underserved populations and organizations through partnerships that remove barriers to participation. Artists and community institutions, businesses and organizations will be paired to lead art teaching-making workshops to create art and interactive experiences in the River's parks that comprise the content and activities for FLOAT. Artists will be commissioned to make collaborative pieces which explore various aspects of the Huron River. These activities will culminate in a community built art festival floating, walking and riding between the two communities in a connected and shared celebration.

Civic Issue Addressed (50 word maximum) **This is 140 words**

The Huron River links two different (size, economics, race) towns eight miles apart. The River is an essential resource and metaphorical connection between communities with a fraught, but mutually dependent relationship. Protecting our shared, fragile resource will build community trust and avoid a tragedy such as suffered in nearby Flint.

Climate change is one of the most pressing challenges facing communities across the United States and the world. This project will bring together communities along a common river to accomplish peer-to-peer learning about the challenges of a changing climate. By building art together, neighbors will gather at the river and like earlier revival meetings come to a better understanding of the changes measured to

date (e.g., 44% increase in precipitation and 41% increase in extreme storms) and begin a dialogue with neighbors with a common interest in engaging around the river.

Dates: open 10-1-2019 end 10-1-2021

Total Project Costs $1,100,000

Committed Funds: $0

Amount Requested From Bloomberg: $975,000

Location: Ann Arbor Michigan Ypsilanti Michigan

Street Addresses of the Proposed Work

Ann Arbor Parks:

Barton Nature Area 1010 W Huron River Drive, Ann Arbor, MI 48103

Bandemer Park - 1331 Lake Shore Dr , Ann Arbor, MI 48104

Argo Nature Center - 1055 Long Shore Dr, Ann Arbor, MI 48104

Island Park, Island Drive, Ann Arbor, MI 18105

Furstenberg Nature Area - 2626 Fuller Rd, Ann Arbor, MI 48105

Gallup Park- 3000 Fuller Rd, Ann Arbor MI 48105

Ypsilanti Parks:

Peninsular 1265 Leforge Rd Ypsilanti, Mi 48197

Frog Island, 699 Rice St, Ypsilanti, MI 48197

Riverside 5 E Cross St, Ypsilanti, MI 48197

Waterworks 40 Catherine St, Ypsilanti MI 48197

Brief Bio(s) Project Team and Public/Private Partnerships (City Project Team)

Adriana Zardus: WonderFool Productions Producer, University of Michigan alumna graduating with honors from the Ross School of Business and University of Michigan Taubman School of Art + Design. Three years experience with FestiFools, FoolMoon and ypsiGLOW.

Shary Brown: Founder WonderFool Productions, more than 30 years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original, FestiFools, FoolMoon and founder of ypsiGLOW.

Jeri Rosenberg: creator, educator, and arts philanthropist. Founder, FestiFools, FoolMoon and ypsiGLOW.

Names and Titles of any additional individuals and/or companies that will be responsible for implementing the project idea including engineers, fabricators, etc.

WonderFool Productions

Huron River Watershed Council

Riverside Art Center

City of Ann Arbor

City of Ypsilanti

City of Ann Arbor Parks and Recreation

City of Ypsilanti Parks and Facilities

Ann Arbor District Library

Ypsilanti District Library

Ann Arbor Public Schools

Ypsilanti Public Schools

Ann Arbor Art Center

Hands On Museum-Leslie Center

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

City of Ann Arbor, Mayor Christopher Taylor

City of Ypsilanti, Mayor Amanda Edmonds

WonderFool Productions, Shary Brown

City of Ann Arbor Parks and Recreation, Colin Smith, Josh Landefeld

City of Ypsilanti Parks and Facilities, Wendy Estey

Ann Arbor District Library, Executive Director, Josie Parker

Ypsilanti District Library, Downtown Branch Manager, Joy Cichewicz

Ann Arbor Public Schools, Janine Swift

Ypsilanti Public Schools, Lynne Settles

Ann Arbor Art Center, Marie Klopf

How will the project be managed and coordinated? What entity or individual will be in t=carge of ensuring smooth collaboration between your cith and the artist(s), arts organization(s) and other key partners and funders? Need city liason

WonderFool Productions will have primary responsibility for coordinating the program. They have over 12 years of experience collaborating with the cities of both Ann Arbor and Ypsilanti, as well as local artists and other funders. WonderFool Productions will facilitate the project through the following community engagement process:

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Encourage workshop participants to bring their masterpieces to FLOAT.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period

The City of Ann Arbor has passed a Council Resolution declaring their support of this project; they would be obligated to work towards its implementation through completion of the project.

Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge Grant?

Private Donations	15,000
Michigan Council of Arts and Cultural Affairs	4,000
Ann Arbor Area Community Foundation	15,000
Corporate-Business Sponsorships	20,000

What (if any) in-kind contributions do you anticipate?

Supplies	15,000
Marketing Materials	10,000
Documentary services	5,000
Partner staff	26,000

Huron River Watershed Council,

Riverside Art Center,

Ypsilanti District Library,

Ann Arbor District Library,

Ann Arbor Public Schools,

Ypsilanti Community Schools

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

WonderFool Productions has produced more than two dozen local public art events using the community engagement model proposed here. Shary Brown has over 30 years of executive and budgeting experience in producing events in Ann Arbor and Ypsilanti, including Ann Arbor Art Fair, FestiFools, FoolMoon, and ypsiGlow,

Recent contracts with service providers, artists, rentals, support services and fee structures hs provided a range of current cost estimates.

Marketing and Community Engagement

Briefly Describe you desired audience for this project.

WonderFool Productions has a successful track record of creating events that encourage active participation from a diverse cross-section of the community. A broad representation of both the Ann Arbor and Ypsilanti community demographics, in age, economic status, ethnicity, race, gender, and educational status is expected to participate.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

The fundamental strategy is to reach participants through personal connections, through information sent by community organizations, and trusted community entities. The most often used tools are:

Community outreach through WonderFool Productions and Partner social media, newsletters, traditional press and media releases.

Participation in public events.

Appearances and participation with community service organizations

Outreach in parks, schools and with area nature and cultural organizations in their programming

Billboards

In previously produced events WonderFool Productions reached hundreds of community members who participated by making luminaries and puppets in dozens of workshops held in libraries, businesses and non-profit organizations. Tens of artists were commissioned to make pieces and interactive installations for the events and performers and musicians were engaged to create performances for WFP's community based events. Each of these makers, artists, businesses and organizations connects with others to encourage participation and attendance.

How do you plan to engage communities impacted by this project during its planning, development and implementation?

Communities impacted by this project will range from young children to seniors, professionals to underserved groups and across the racial and ethnic spectrum. WonderFools has significant experience serving all of these groups. They ensure total participation by, identifying barriers to participation and providing solutions such as transportation and food at their creative events. WonderFool Productions is skilled at matching artist, nonprofits, service groups, schools, and business, to benefit their unique goals and position in the community.

Host a series of community meetings to determine the community projects and identify partnerships and needs.

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Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.

Encourage workshop participants to bring their masterpieces to FLOAT.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Huron River Watershed Council

Riverside Art Center,

Ypsilanti District Library,

Ann Arbor District Library

Ann Arbor Public Schools

Ypsilanti Community Schools

Ann Arbor's 107one Radio

Local NPR stations (WEMU and WUOM)

MLive

Ann Arbor Observer

Current Magazine

Ann Arbor Parent

Riverside Art Center

Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

Link the Ann Arbor and Ypsilanti communities through our shared river, the Huron River

Create positive interactions between individuals, organizations, institutions and local government in the collective celebration and sustainable protection of our parks and river

Foster a positive dialogue between the citizens of Ann Arbor and Ypsilanti

Create accessible educational modules about the river and its role as a critical resource for clean water and a healthy environment

Create opportunities for community built art, interactive experiences and creative expression to build positive sustainable community relationships.

How will you assess the impact of this project?

Surveys taken by each partner

Participant counts and form of participation recorded by each partner and WFP

Social media interactions, images, and connections made

Social media data

Economic impact data from local businesses, organizations and institutions

Surveys at FLOAT events

Name the partner(s) you plan to work with on this assessment.

City of Ann Arbor Parks and Recreation

Ypsilanti Downtown Development Authority

Riverside Art Center

Ypsilanti Community Schools

Ann Arbor Public Schools

Ann Arbor District Library

Ypsilanti District Library

WonderFool Productions

Professional Survey company

From: Allison Buck
To: Schopieray, Christine
Subject: Re: letter of support from the Mayor
Date: Thursday, April 12, 2018 10:34:41 PM
Attachments: Mayor"s support letter for 2018 Bloomberg art challenge.pdf

---

I'm not sure what pages 2 and 5 say, but I did see the instructions for the attachment.

I've done some editing and made suggested changes. Use as you see fit. Let me know if you need a second pair of eyes again!

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Thu, Apr 12, 2018 at 4:17 PM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Good afternoon Allison,
>
> The task of drafting the Mayor's support letter for the Bloomberg proposal has fallen to me and I could use your help. I have read pages 2 and 5 of How to apply to the Public Art Challenge and have been trying to come up with something that meets their criteria. Granted this is still in the initial stages…but could you give it a glance and steer me in the direction of what it is you think they may want? I have attached the Word doc. containing the start of the letter. Feel free to edit or make changes as I value your opinion
>
> Thanks,
>
> Christine
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602

~~As Mayor of the City of Ann Arbor we are proud to~~The City of Ann Arbor has~~ have~~ earned the reputation of being an art destination of the Midwest, one of the top ten best cities to live(insert footnote to article here), and SOME OTHER NOTABLE THING. As Mayor of the City of Ann Arbor, I~~ and~~ hope to continue to grow the reputation of the city of Ann Arbor and to expose our ~~community~~ residents and visitors to the ~~joy of~~ transformative power of experiencing art firsthand.

At a time when climate change is occurring at its most rapid rate to date~~, when corporations are draining our aquifers,~~ and surrounding states are diverting water from the Great Lakes~~ while,~~ Michigan communities lack potable water, and thus ~~we feel the need~~the city of Ann Arbor has aspired to ~~stress~~ increase the awareness of and the importance of preserving our valued resource of water. ~~We are~~I am excited to support "Float" as an ambitious new art project that will focus on sustainability and bring awareness to one of the beautiful aspects of our city ~~our mutual~~ and an invaluable resource, the Huron River. In partnership with WonderFool Productions, a local non-profit participatory arts organization, the City of Ann Arbor will utilize the Huron River, an essential shared resource that runs through Ann Arbor and the neighboring city of Ypsilanti, to physically and metaphorically connect these communities. Through ~~W~~workshops ~~will be held~~ in local parks and partner facilities along the river both communities will engage with one another to build a greater community understanding of the value of the Huron River and the need to keep our waterways healthy and sustainable. ~~and culminate in a community built art festival that will float, walk, illuminate and ride between the two communities. It is our hope that we can build a greater community understanding of the value the Huron River serves in our community while promoting the need to keep our waterways healthy and sustainable.~~ It is our hope that FLOAT will be able to break down barriers between our city's residents and Ypsilanti residents and allow us to come together in a community built art festival that will float, walk, illuminate and ride between the two communities, celebrating and highlighting our shared resource, the Huron River.

WonderFool Productions has been a consistent partner in bringing the art experience to the community with FoolMoon- their Luminary event, FestiFools- a giant puppet parade, and YpsiGlow their Halloween celebration. Their founder, Shary Brown has over 30 years of executive experience directing the Ann Arbor Art Fair and generating enthusiasm for community events. Because of this immense amount of experience and expertise, the City of Ann Arbor is excited to partner with WonderFool Productions to produce FLOAT. Additionally, WonderFool Productions will facilitate partnerships with the Huron River Watershed Commission, Riverside Art Center, Ypsilanti and Ann Arbor District Libraries, ~~and~~ Ann Arbor and Ypsilanti Public schools and a host of local artists to bring this project to fruition. Finally, the city of Ann Arbor Public Works, Ann Arbor Public Art Commission, City Parks, Water XXX, and several other city departments will work with WonderFool Productions to provide necessary support and resources in order to produce an outstanding public art event.

Are you allowed to include hyperlinks? If so, I would hyperlink department pages, FoolMoon facebook pages, fact articles, etc.

Commented [S1]: Is this fact pulled from somewhere? It seems like it should be qualified somehow like "as stated by X" or something.

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From: Harrison, Venita
To: Shary Brown; Allison Buck
Subject: RE: FW: 2018 Bloomberg Challenge - Application Review
Date: Friday, April 13, 2018 9:40:00 AM

Yes, a word doc is OK.

From: Shary Brown <[redacted]
Sent: Friday, April 13, 2018 9:39 AM
To: Harrison, Venita <VHarrison@a2gov.org>; Allison Buck <allisonlbuck13@gmail.com>
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review

Venita and Allison,

Thanks for the edits and suggestions. Will get to work and make the changes. Would you prefer that I send them back as a word doc and then we make the final changes once we all agree it's good to go?

Shary

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

On Fri, Apr 13, 2018 at 8:42 AM, Harrison, Venita <VHarrison@a2gov.org> wrote:

> Shary,
> I share input from Allison. I have updated Items 4 and 6. Still working on "civic Issue". Please share your input re her additional comments.
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> **From:** Allison Buck <allisonlbuck13@gmail.com>
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*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Thu, Apr 12, 2018 at 3:05 PM, Harrison, Venita <VHarrison@a2gov.org> wrote:

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>
> **Venita Harrison**
> MANAGEMENT ASSISTANT
> City of Ann Arbor | Public Services Administration
> 301 E Huron Street | Ann Arbor, MI 48104
> **a2gov.org** | Phone: **(734) 794-6000 x 43102** | Fax: **(734) 994-1816**

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From: Allison Buck
To: Harrison, Venita
Cc: Shary Brown
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review
Date: Friday, April 13, 2018 10:04:19 AM

Word doc works for me too.

Allison Buck

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From: Shary Brown
To: Harrison, Venita; Allison Buck; Jeri Rosenberg
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review
Date: Friday, April 13, 2018 10:38:05 AM

Hi all,

I made the suggested changes (plus a couple of others) and noted the date and time at the top of the draft as well as my initials.

There is still a little "red" on the draft, which should be pretty easy, except for that pesky civic issue statement.

Please let me know what else you would like to see from us and by when. Once we all agree it's ready, let me know if you need my help in copying and pasting into the application.

Shary

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

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From:	Shary Brown
To:	Harrison, Venita; Allison Buck; Jeri Rosenberg
Subject:	Re: FW: 2018 Bloomberg Challenge - Application Review
Date:	Friday, April 13, 2018 10:38:46 AM
Attachments:	Bloomberg Public Art Challenge word doc.docx

And here it is: ;)

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

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Bloomberg Public Art Challenge **Draft: April 13, 2018 sb**

10:30 am

Proposed Project Description

FLOAT will be a groundbreaking public art event on and by Michigan's Huron River. The river runs through the cities of Ann Arbor and Ypsilanti, connecting citizens of both towns. Together, citizens of these different cities will celebrate the river's value to building healthy and vital communities, and encourage sustainable practices. The art will be designed and built by people of each community, giving them ownership and voice over an issue--water--that Michigan residents are keenly aware needs to be protected.

WonderFool Productions (WFP), a local non-profit participatory arts event organization, has experience producing arts events in both communities and will partner with the city to produce FLOAT. As part of a WonderFool experience, people of all ages and income levels join together to create in the months prior to the event. The joy of witnessing collective art making comes through WonderFool's unique method of hosting a series of community engagement workshops to build familiarity and partnerships between community organizations, artists and citizens.

There is immense power in participatory community art events that highlight local diversity, connectivity, sustainability, and foster curiosity. FLOAT will employ WFP's community engagement model to define issues and creative resolutions in the initial meetings. WFP's model provides educational and resources to underserved populations and organizations through partnerships that remove barriers to participation. Artists and community institutions, businesses and organizations will be paired to lead art teaching-making workshops to create art and interactive experiences. These workshops will take place at the river's parks and comprise the content and activities for FLOAT. Artists will be commissioned to make collaborative pieces which explore various aspects of the Huron River. These activities will culminate in a community built art festival floating, walking and riding between the two communities in a connected and shared celebration.

Civic Issue Addressed (50 word maximum) **This is 140 words**

The Huron River links two different (size, economics, race) towns eight miles apart. The River is an essential resource and metaphorical connection between communities with a fraught, but mutually dependent relationship. Protecting our shared, fragile resource will build community trust and avoid a tragedy such as suffered in nearby Flint.

Climate change is one of the most pressing challenges facing communities across the United States and the world. This project will bring together communities along a common river to accomplish peer-to-peer learning about the challenges of a changing climate. By building art together, neighbors will gather at the river and like earlier revival meetings come to a better understanding of the changes measured to

date (e.g., 44% increase in precipitation and 41% increase in extreme storms) and begin a dialogue with neighbors with a common interest in engaging around the river.

Dates: open 10-1-2019 end 10-1-2021

Total Project Costs $1,100,000

Committed Funds: $0

Amount Requested From Bloomberg: $975,000

Location: Ann Arbor Michigan Ypsilanti Michigan

Street Addresses of the Proposed Work

Ann Arbor Parks:

Barton Nature Area 1010 W Huron River Drive, Ann Arbor, MI 48103

Bandemer Park - 1331 Lake Shore Dr , Ann Arbor, MI 48104

Argo Nature Center - 1055 Long Shore Dr, Ann Arbor, MI 48104

Island Park, Island Drive, Ann Arbor, MI 18105

Furstenberg Nature Area - 2626 Fuller Rd, Ann Arbor, MI 48105

Gallup Park- 3000 Fuller Rd, Ann Arbor MI 48105

Ypsilanti Parks:

Peninsular 1265 Leforge Rd Ypsilanti, Mi 48197

Frog Island, 699 Rice St, Ypsilanti, MI 48197

Riverside 5 E Cross St, Ypsilanti, MI 48197

Waterworks 40 Catherine St, Ypsilanti MI 48197

Brief Bio(s) Project Team and Public/Private Partnerships (City Project Team)

Adriana Zardus: WonderFool Productions Producer, University of Michigan alumna graduating with honors from the Ross School of Business and University of Michigan Taubman School of Art + Design. Three year's experience with FestiFools, FoolMoon and ypsiGLOW.

Shary Brown: Founder WonderFool Productions, more than 30 years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original, FestiFools, FoolMoon and founder of ypsiGLOW.

Jeri Rosenberg: creator, educator, and arts philanthropist. Founder, FestiFools, FoolMoon and ypsiGLOW.

Allison Buck: bio?

City Project team?

Names and Titles of any additional individuals and/or companies that will be responsible for implementing the project idea including engineers, fabricators, etc.

WonderFool Productions

Huron River Watershed Council

Riverside Art Center

City of Ann Arbor

City of Ypsilanti

City of Ann Arbor Parks and Recreation

City of Ypsilanti Parks and Facilities

Ann Arbor District Library

Ypsilanti District Library

Ann Arbor Public Schools

Ypsilanti Public Schools

Ann Arbor Art Center

Hands On Museum-Leslie Center

Ann Arbor Public Art Commission

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

City of Ann Arbor, Mayor Christopher Taylor

City of Ypsilanti, Mayor Amanda Edmonds

WonderFool Productions, Shary Brown

City of Ann Arbor Parks and Recreation, Colin Smith, Josh Landefeld

City of Ypsilanti Parks and Facilities, Wendy Estey

Ann Arbor District Library, Executive Director, Josie Parker

Ypsilanti District Library, Downtown Branch Manager, Joy Cichewicz

Ann Arbor Public Schools, Janine Swift

Ypsilanti Public Schools, Lynne Settles

Ann Arbor Art Center, Marie Klopf

Ann Arbor Public Art Commission, Allison Buck

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s) and other key partners and funders? Need city liaison

WonderFool Productions will have primary responsibility for coordinating the program. They have over 12 years of experience collaborating with the cities of Ann Arbor and Ypsilanti, as well as with local artists and other funders. WonderFool Productions will facilitate the project through the following community engagement process:

Host a series of community meetings to determine the community projects and identify partnerships and needs.

Develop educational art programs, with partner organizations, based on community meeting outcomes.

Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.

Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.

Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.

Coordinate park improvements identified in community meetings that will improve community use of parks for the events.

Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti. Encourage workshop participants to bring their masterpieces to FLOAT.

Week before the event in each park in September 2021 reconfigure park for FLOAT.

September 2021: Hold FLOAT in a series of parks, along the river, which are connected by the free flow of water and adjacent walk-bike trails moving within and between parks. The content of FLOAT will be interactive art activities on clean water concerns, including performances and community built art.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period

The City of Ann Arbor has passed a Council Resolution declaring their support of this project; they would be obligated to work towards its implementation through completion of the project.

Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge Grant?

Private Donations	15,000
Michigan Council of Arts and Cultural Affairs	4,000
Ann Arbor Area Community Foundation	15,000
Corporate-Business Sponsorships	20,000

What (if any) in-kind contributions do you anticipate?

Supplies (donated bylocal retail, Ann Arbor Art Center, Riverside Art Center, Ann Arbor District Library)

15,000

Marketing Materials (produced by workshop partners, Ann Arbor Art Center, Riverside Art Center, Ann Arbor District Library, Ypsilanti District Library

10,000

Documentary services (donated by Myra Klarman, event Photographer)

5,000

Partner staff services contributed: Huron River Watershed Council, Riverside Art Center, Ypsilanti District Library, Ann Arbor District Library, Ann Arbor Public Schools, Ypsilanti Community Schools

26,000

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

WonderFool Productions has produced more than two dozen local public art events using the community engagement model proposed here. Shary Brown has over 30 years of executive and budgeting experience in producing events in Ann Arbor and Ypsilanti, including Ann Arbor Art Fair, FestiFools, FoolMoon, and ypsiGlow,

Recent contracts with service providers, artists, rentals, support services and fee structures provided a range of current cost estimates.

Marketing and Community Engagement

Briefly Describe your desired audience for this project.

WonderFool Productions has a successful track record of creating events that encourage active participation from a diverse cross-section of the community. A broad representation of both the Ann Arbor and Ypsilanti community demographics, in age, economic status, ethnicity, race, gender, and educational status is expected to participate.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

The fundamental strategy is to reach participants through personal connections, through information sent by City of Ann Arbor and City of Ypsilanti social media networks and communication departments and community partners' communication services, including coordinated social media content. The tools most often used are:

Community outreach through WonderFool Productions and Partner social media, newsletters, traditional press and media releases.

Participation in public events.

Appearances and participation with community service organizations

Outreach in parks, schools and with area nature and cultural organizations in their programming

Billboards

In previously produced events WonderFool Productions reached hundreds of community members who participated by making luminaries and puppets in dozens of workshops held in libraries, businesses and non-profit organizations. Tens of artists were commissioned to make pieces and interactive installations for the events and performers and musicians were engaged to create performances for WFP's community based events. Each of these makers, artists, businesses and organizations connects with others to encourage participation and attendance.

How do you plan to engage communities impacted by this project during its planning, development and implementation?

Communities impacted by this project will range from young children to seniors, professionals to underserved groups and across the racial and ethnic spectrum. WonderFool Productions has significant experience serving all of these groups. They ensure total participation by identifying barriers to participation and providing solutions such as transportation and food at their creative events. WonderFool Productions is skilled at matching artist, nonprofits, service groups, schools, and businesses to benefit each individual's and organization's unique goals and position in the community.

Host a series of community meetings to determine the community projects and identify partnerships and needs.

Develop educational art programs, with partner organizations, based on community meeting outcomes.

Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.

Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.

Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.

Coordinate park improvements identified in community meetings that will improve community use of parks for the events.

Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.

Encourage workshop participants to bring their masterpieces to FLOAT.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

City of Ann Arbor

City of Ypsilanti

Huron River Watershed Council

Riverside Art Center

Ypsilanti District Library

Ann Arbor District Library

Ann Arbor Public Schools

Ypsilanti Community Schools

Ann Arbor's 107one Radio

Local NPR stations (WEMU and WUOM)

MLive Print and Digital Newspapers

Ann Arbor Observer

Current Magazine

Ann Arbor Parent

Riverside Art Center

Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

Link the Ann Arbor and Ypsilanti communities through our shared river, the Huron River to build familiarity within and between the cities. Inform and create action plans for clean water initiatives.

Create positive interactions between individuals, organizations, institutions and local government in the collective celebration and sustainable protections for parks and the river resulting in improving park amenities and building good clean water practices

Foster a positive dialogue between the citizens of Ann Arbor and Ypsilanti to improve communications on shared concerns resulting in better relations between the two cities

Create accessible educational modules about the river and its role as a critical resource for clean water and a healthy environment for use in schools and nonprofits

Create opportunities for community built art, interactive experiences and creative expression to build positive sustainable community relationships.

How will you assess the impact of this project?

WonderFool Productions and key partners will work with a professional survey company to develop survey to be taken by each partner at all partner events, public events and at FLOAT.

Participant counts and form of participation recorded by each partner and WFP which will be tabulated and shared

Data from social media interactions, images, and connections made tabulated and shared

Economic impact data from local businesses, artists, organizations and institutions will be collected and tabulated and compared to historic data

Surveys and social media interactions gathered at FLOAT events

Name the partner(s) you plan to work with on this assessment.

City of Ann Arbor

City of Ypsilanti

Huron River Watershed Council

City of Ann Arbor Parks and Recreation

City of Ypsilanti Parks and Facilities

Ypsilanti Downtown Development Authority

Ann Arbor Downtown Development Authority

Riverside Art Center

Ypsilanti Community Schools

Ann Arbor Public Schools

Ann Arbor District Library

Ypsilanti District Library

WonderFool Productions

Professional Survey Company

From:	Schopieray, Christine
To:	Harrison, Venita; Shary Brown; Allison Buck
Subject:	Mayor"s support letter
Date:	Friday, April 13, 2018 11:30:50 AM
Attachments:	Mayor"s support letter for 2018 Bloomberg Public Art Challenge.docx

---

Good morning to all,
I have completed the initial draft for the Mayor's support letter. Please see the attached. I am unfamiliar with adding hyperlinks so feel free to do so. Please review the letter and make edits where necessary. I hope to have a final draft for review to submit to both the Mayor and Chris Frost early next week. Thanks for all your help.
Sincerely,
Christine
(I leave at 11:30am today and won't be back into the office until Monday)

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

April 19, 2018

Dear Bloomberg Philanthropies Public Art Challenge,

The City of Ann Arbor has earned the reputation of being an art destination of the Midwest, one of the top ten best cities to live in. (2018 poll by Niche.com) As Mayor of the City of Ann Arbor, I hope to continue to grow the reputation of the City of Ann Arbor and to expose our residents and visitors to the transformative power of experiencing art firsthand.

At a time when climate change is occurring at its most rapid rate to date (https://climate.nasa.gov/evidence/) and surrounding states are diverting water from the Great Lakes, Michigan communities lack potable water, and thus the City of Ann Arbor has aspired to increase the awareness and importance of preserving our valued resource of water. I am excited to support "Float" as an ambitious new art project that will focus on sustainability and bring awareness to one of the most beautiful aspects of our city and an invaluable resource, the Huron River. In partnership with WonderFool Productions, a local non-profit participatory arts organization, the City of Ann Arbor will utilize the Huron River, an essential shared resource that runs through Ann Arbor and the neighboring City of Ypsilanti, to physically and metaphorically connect these communities. Through workshops in local parks and partner facilities along the river both communities will engage with one another to build greater understanding of the value of the Huron River and the need to keep our waterways healthy and sustainable. It is our hope that FLOAT will be able to break down barriers between our city's residents and those of Ypsilanti and allow us to come together in a community built art festival that will float, walk, illuminate and ride between the two communities, celebrating and highlighting our shared resource, the Huron River.

WonderFool Productions has been a consistent partner in bringing the art experience to the community with FoolMoon–their luminary event, FestiFools-a giant puppet parade, and ypsiGlow their Halloween celebration. Their founder Shary Brown has over 30 years of executive experience directing the Ann Arbor Art Fair and generating enthusiasm for community events. Because of this immense amount of experience and expertise, the City of Ann Arbor is excited to partner with WonderFool Productions to produce FLOAT. Additionally, WonderFool Productions will facilitate partnerships with the Huron River Watershed Commission, Riverside Art Center, Ypsilanti and Ann Arbor District Libraries and Ann Arbor and Ypsilanti Public Schools and a host of local artists to bring this project to fruition. Finally, the City of Ann Arbor Public Works, Ann Arbor Public Art Commission, City Parks, Water Resources, and several other city departments will work with WonderFool Productions to provide necessary support and resources in order to produce an outstanding public art event. Thank you for considering our proposal.

Sincerely,

Christopher Taylor
Mayor of the City of Ann Arbor

FoolMoon

FestiFools

ypsiGLOW

From:	Allison Buck
To:	Shary Brown
Cc:	Harrison, Venita; Jeri Rosenberg
Subject:	Re: FW: 2018 Bloomberg Challenge - Application Review
Date:	Friday, April 13, 2018 11:58:42 AM

Here is my bio. Take what you want from it for use.

Allison Buck became the Marketing Director of The Guild of Artists and Artisans in January 2018. With a passion for raising awareness and support for the arts, Buck heads up the sponsorship and marketing for all six of the art fairs produced by The Guild, including the award-winning Ann Arbor Art Fair. Buck anticipates seeking out public and private funding to help increase the Guild's overall revenue in order to support programs aimed at increasing awareness of The Guild, diversifying its membership, and to help grow its newest art fairs in Royal Oak into vibrant, well-known annual events.

Prior to joining The Guild, Buck was the Operations Manager at the Ann Arbor Film Festival (AAFF) for just over a year and the Program Manager at Artrain & The Arts Alliance for nearly four years. As Operations Manager at the AAFF she managed the screening process, implemented a new ticketing system and donor database, and worked with community partners and sponsors to make arrangements for the various events and parties taking place the week of the festival. As Program Manager at The Arts Alliance, Buck managed the Michigan Council for Arts & Cultural Affairs Region 9 minigrant program, oversaw several public art projects, managed the annual membership campaign, and maintained donor tracking and recognition.

Buck demonstrates her passion for leadership within the arts through her involvement as co-chair for the New Leaders Arts Council and as Vice-Chair of the Ann Arbor Public Art Commission. In 2017, The Arts Alliance awarded her the 2017 Tamara Real Emerging Leadership Award for her successful work supporting the arts, sciences and humanities throughout Washtenaw County.

Buck holds a Master's Degree in Art Administration with an emphasis in Museum and Visual Arts from the University of Michigan, Flint, a Bachelor's of Fine Arts Degree in Photography from the University of Michigan and a Bachelor's Degree in English from the University of Michigan.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Fri, Apr 13, 2018 at 10:38 AM, Shary Brown <[redacted] wrote:

And here it is: ;)

Shary Brown
WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools
April 6 and 8, 2018

ypsiGLOW
October 26, 2018

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Hi all,

I made the suggested changes (plus a couple of others) and noted the date and time at the top of the draft as well as my initials.

There is still a little "red" on the draft, which should be pretty easy, except for that pesky civic issue statement.

Please let me know what else you would like to see from us and by when. Once we all agree it's ready, let me know if you need my help in copying and pasting into the application.

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From:	Harrison, Venita
To:	Allison Buck; Shary Brown
Cc:	Jeri Rosenberg
Subject:	RE: FW: 2018 Bloomberg Challenge - Application Review
Date:	Friday, April 13, 2018 12:00:00 PM

I included Craig as the contact for the Public Art Commission.

From: Allison Buck <allisonlbuck13@gmail.com>
Sent: Friday, April 13, 2018 11:58 AM
To: Shary Brown <[redacted]
Cc: Harrison, Venita <VHarrison@a2gov.org>; Jeri Rosenberg <jerirosenberg7@gmail.com>
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From:	Allison Buck
To:	Schopieray, Christine
Cc:	Harrison, Venita; Shary Brown
Subject:	Re: Mayor"s support letter
Date:	Friday, April 13, 2018 12:10:26 PM
Attachments:	Mayor"s support letter for 2018 Bloomberg Public Art Challenge.docx

---

edits attached. Looking good.

The only thing I don't see in the application or this is how the project could be transferable...ie. spread to other communities in the future (ie. dexter). Not sure where to add it, but I thought I remembered hearing that was something they were looking for.

Allison Buck

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ypsiGLOW

From: Shary Brown
To: Harrison, Venita; Allison Buck; Jeri Rosenberg; Schopieray, Christine
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review
Date: Friday, April 13, 2018 12:22:14 PM

How about this 51 word civic issue statement? We only need to reduce it by one word

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WonderFool Productions

wonderfoolproductions.org

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From: Allison Buck
To: Shary Brown
Cc: Schopieray, Christine; Harrison, Venita; Jeri Rosenberg
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review
Date: Friday, April 13, 2018 2:05:17 PM

See small edits to shorten.

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From: Frost, Christopher
To: Lazarus, Howard
Subject: Approval Tracking - Individual Review Request
Date: Friday, April 13, 2018 4:01:21 PM

Howard Lazarus
A proposed Resolution, 18-0635 4/16/18 - Resolution to Enter Bloomberg Public Art Challenge has been submitted by Chris Frost for your review and approval. The expected introduction date is 4/16/2018. The description is as follows:

Resolution to Authorize the Mayor to Submit an Application to the Bloomberg Philanthropies Public Art Challenge for the Art Project “Float” by Wonderfool Productions

This email is an automatic email notice from your Legistar® Approval Tracking System. Please do not ‘Reply’ to this email. Thank you.

From: Schopieray, Christine
To: Allison Buck
Subject: RE: FW: 2018 Bloomberg Challenge - Application Review
Date: Monday, April 16, 2018 9:09:00 AM

Hi Allison,
Chris Frost doubts the Mayor will want to state that our relationship with Ypsilanti is "fraught" or strained. Can you thinks of another adjective?

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
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>
> FoolMoon + FestiFools
> April 6 and 8, 2018
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> ypsiGLOW
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> **Sent:** Thursday, April 12, 2018 9:54 PM
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> > MANAGEMENT ASSISTANT
> > City of Ann Arbor | Public Services Administration
> > 301 E Huron Street | Ann Arbor, MI 48104
> > **a2gov.org** | Phone: **(734) 794-6000 x 43102** | Fax: **(734) 994-1816**

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a2gov.org/A2BeSafe

From: Allison Buck
To: Schopieray, Christine
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review
Date: Monday, April 16, 2018 9:17:58 AM

Can you jsut rephrase it towards the positive? Without the sentence I can't rephrase it but something like "There are many opportunities for Ypsilanti and Ann Arbor to learn from one another. These new collaborations will allow for an increase in appreciation for what each city has to offer and grow the capacity for collaborations and shared resources."

the use of "fraught" always bugged me too but I left it alone since I was already messing with so much else. ;) I'm not sure if you are asking because its in the letter from the mayor or if its only in the application. I know its in the application. Probably should change it both places if its in the letter too.

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Mon, Apr 16, 2018 at 9:09 AM, Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Hi Allison,
>
> Chris Frost doubts the Mayor will want to state that our relationship with Ypsilanti is "fraught" or strained. Can you thinks of another adjective?
>
> Christine Schopieray
>
> Executive Administrative Assistant
>
> Mayor's Office
>
> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Allison Buck [mailto:allisonlbuck13@gmail.com]
> **Sent:** Friday, April 13, 2018 2:05 PM
> **To:** Shary Brown <[redacted]
> **Cc:** Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Jeri Rosenberg <jerirosenberg7@gmail.com>
> **Subject:** Re: FW: 2018 Bloomberg Challenge - Application Review

See small edits to shorten.

On Fri, Apr 13, 2018 at 12:22 PM Shary Brown <[redacted] wrote:

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> The Huron River links two different (size, economics, race) towns eight miles apart and is an essential resource and metaphorical connection between communities with a fraught, but mutually dependent relationship. FLOAT starts the dialog on protecting our shared, fragile resource, providing universal access to clean water and building community trust.
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> > And here it is: ;)
> >
> > Shary Brown
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Shary

Shary Brown

WonderFool Productions

wonderfoolproductions.org

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From: Schopieray, Christine
To: Allison Buck; Shary Brown
Cc: Harrison, Venita
Subject: RE: FW: 2018 Bloomberg Challenge - Application Review
Date: Monday, April 16, 2018 11:43:00 AM

Please look for highlighted suggestions in the paragraph below

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Allison Buck [mailto:allisonlbuck13@gmail.com]
Sent: Friday, April 13, 2018 2:05 PM
To: Shary Brown <[redacted]
Cc: Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Jeri Rosenberg <jerirosenberg7@gmail.com>
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review

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>
> Replace different with distinct? Fraught with separate? Both are new suggestions. Fraught looks to be a word that might not be appreciated by Chris Frost and the Mayor.
>
> Shary Brown
> WonderFool Productions
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From:	Harrison, Venita
To:	Shary Brown; Jeri Rosenberg; Allison Buck; Schopieray, Christine
Subject:	ScannedDoc.44.pdf
Date:	Monday, April 16, 2018 2:31:47 PM
Attachments:	ScannedDoc.44.pdf

Everyone,
Sharing what I believe to be our final document. Please review and let us know your thoughts. We'll also share this version with Mayor Taylor, City Administrator Lazarus and Craig Hupy for their input.

Thank you!

2018 Public Art Challenge - Phase One Application

City Details

1. City Information

Name of City
Please enter as "City of ...", "Town of ...", etc.
City of Ann Arbor

Mailing Address

City Hall Street Address
301 E. Huron St., Larcom City Hall

City
Ann Arbor

State
MI

Zip Code
48107

Population
120,777

Website
www.a2gov.org

2. Mayor or Chief Executive Contact Information

Please enter the following information for the mayor or chief executive of your city.

Title
Mayor

Prefix
Mr.

First Name
Christopher

Middle Initial
M.

Last Name
Taylor

Email
ctaylor@a2gov.org

Phone
734-794-6161

Month and year current term ends (mm/yy)
11/18

Eligible for another term
Please enter "Yes" or "No"
Yes

3. City Liaison Contact Information

Please enter the following information for the primary city contact for this application.

Title
Executive Administrative Assistant to the Mayor

Prefix
Ms.

First Name
Christine

Middle Initial
M.

Last Name

Schopieray

Email
cschopieray@a2gov.org

Phone
734-734-794-6161

Application Details

4. Project Information

Proposed Project Title
FLOAT

Proposed Project Description
(300 words maximum)

FLOAT will be a groundbreaking public art event on and by Michigan's Huron River. The river runs through the cities of Ann Arbor and Ypsilanti, connecting citizens different communities. Together, citizens of these different cities will celebrate the river's value to building healthy and vital communities, and encourage sustainable practices. The art will be designed and built by people of the community, giving them ownership and voice over an issue--water--a precious resource that Michigan residents are keenly aware needs to be protected.

WonderFool Productions (WFP), a local non-profit participatory arts event organization, has experience producing arts events in both communities and will partner with the city to produce FLOAT. As part of a WonderFool experience, people of all ages and income levels join together to create in the months prior to the event. The joy of witnessing collective art making comes through WonderFool's unique method of hosting a series of community engagement workshops to build familiarity and partnerships between community organizations, artists and citizens.

There is immense power in participatory community art events that highlight local diversity, connectivity, sustainability, and foster curiosity. FLOAT will employ WFP's community engagement model to define issues and creative resolutions in the initial meetings. WFP's model provides education and resources to under-served populations and organizations through partnerships that remove barriers to participation. Artists and community institutions, businesses and organizations will be paired to lead art teaching-making workshops to create art and interactive experiences. These workshops will take place at the river's parks and comprise the content and activities for FLOAT. Artists will be commissioned to make collaborative pieces which explore various aspects of the Huron River. These activities will culminate in a community built art festival floating, walking and riding between the two communities in a connected and shared celebration.

Civic issue being addressed

(50 words maximum)

The Huron River links two different (size, economics, race) communities eight miles apart. The River is an essential resource and metaphorical connection between communities with a fraught, but mutually dependent relationship. Protecting and sharing, fragile resource which will build community trust.

Proposed Project Date Open to the Public

10/01/2019

Proposed Project End Date

10/01/2021

Total Project Costs

1,100,000

Total Committed Funds, if any, as of March 2018

Enter $0 if no funds have been committed

0

Amount Requested from Bloomberg Philanthropies (up to $1 million, but representing less than 100% of total project costs)

975,000

5. Project Location(s)

Please select the city(s) that will benefit from this project.

Please choose the primary city being served in the first box, and any additional cities served in order of priority. If your city is not listed, please choose the state. ** Note that you can filter the dropdown by typing a name in the search box.

Ann Arbor (North America-United States-Michigan)
Michigan (North America-United States)

List street address(es) of the proposed work.

To the best of your knowledge, please be specific regarding the location(s) of your project, including address(es), city, state, and zip code. If your project has multiple sites, please list each on a separate line.

Ann Arbor Parks:
Barton Nature Area 1010 W Huron River Drive, Ann Arbor, MI 48103
Bandemer Park - 1331 Lake Shore Dr , Ann Arbor, MI 48104

Argo Nature Center - 1055 Long Shore Dr, Ann Arbor, MI 48104
Island Park, Island Drive, Ann Arbor, MI 18105
Furstenberg Nature Area - 2626 Fuller Rd, Ann Arbor, MI 48105
Gallup Park- 3000 Fuller Rd, Ann Arbor MI 48105
Ypsilanti Parks:
Peninsular 1265 Leforge Rd Ypsilanti, Mi 48197
Frog Island, 699 Rice St, Ypsilanti, MI 48197
Riverside 5 E Cross St, Ypsilanti, MI 48197
Waterworks 40 Catherine St, Ypsilanti MI 48197

6. Project Team and Public/Private Partnerships

Brief bio(s) of the principal artist(s), artistic director and/or curator who will be responsible for delivering the artistic quality of your project.
(300 words maximum)

Adriana Zardus: WonderFool Productions Producer, University of Michigan alumna graduating with honors from the Ross School of Business and University of Michigan Taubman School of Art + Design. Three years' experience with FestiFools, FoolMoon and ypsiGLOW.

Shary Brown: Founder WonderFool Productions, more than 30 years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original, FestiFools, FoolMoon and founder of ypsiGLOW.

Jeri Rosenberg: creator, educator, and arts philanthropist. Advisor to FestiFools, FoolMoon and ypsiGLOW.

Craig Hupy: Area Administrator of Public Services for the City of Ann Arbor. The Public Services Area is responsible for all municipal activities, which occur in Ann Arbor's road right of ways. Public Services staff collaborates with the Public Art Commission to plan, develop and install public art throughout the community and coordinating efforts with internal city partners.

Ann Arbor Public Art Commission: City Council Advisory body which works to improve the quality of public spaces, provide cultural opportunities, contribute to local heritage, and promote the general welfare of the community. Commission partners artists with city staff to develop and plan public art throughout the city.

Names and titles of any additional individuals and/or companies that will be responsible for implementing the project idea, including engineers, fabricators, etc.

Please list each on a separate line. (200 words maximum)

WonderFool Productions
Huron River Watershed Council
Riverside Art Center
City of Ann Arbor
City of Ypsilanti
City of Ann Arbor Parks and Recreation
City of Ypsilanti Parks and Facilities
Ann Arbor District Library
Ypsilanti District Library
Ann Arbor Public Schools
Ypsilanti Public Schools
Ann Arbor Art Centera
Hands On Museum-Leslie Center

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

Please list each entry on a separate line. (200 words maximum)

City of Ann Arbor, Mayor Christopher Taylor
City of Ypsilanti, Mayor Amanda Edmonds
WonderFool Productions, Shary Brown
City of Ann Arbor Parks and Recreation, Colin Smith, Josh Landefeld
City of Ypsilanti Parks and Facilities, Wendy Estey
Ann Arbor District Library, Executive Director, Josie Parker
Ypsilanti District Library, Downtown Branch Manager, Joy Cichewicz
Ann Arbor Public Schools, Janine Swift
Ypsilanti Public Schools, Lynne Settles
Ann Arbor Art Center, Marie Klopf

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s), and other key partners and funders?

(250 words maximum)

WonderFool Productions will have primary responsibility for coordinating the program. They have over 12 years of experience collaborating with the cities of both Ann Arbor and Ypsilanti, as well as local artists and other funders. WonderFool Productions will facilitate the project through the following community engagement process:
Host a series of community meetings to determine the community projects and identify partnerships and needs.
Develop educational art programs, with partner organizations, based on community meeting outcomes.
Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.

Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.
Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.
Coordinate park improvements identified in community meetings that will improve community use of parks for the events.

Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.
Encourage workshop participants to bring their masterpieces to FLOAT.

The City of Ann Arbor will support, coordinate and manage internal use of city resources and staff.

In the event there is a change in mayoral or executive administration, describe how continuity of project management will be preserved throughout the implementation period.

(200 words maximum)

The City of Ann Arbor has passed a Council Resolution declaring their support of this project; they would be obligated to work towards its implementation through completion of the project.

7. Funding

What are the proposed sources of funds to be secured in addition to the Bloomberg Philanthropies Public Art Challenge grant?

Please state prospective donors and dollar amounts, listing each on a separate line. (200 words maximum)

Private Donations 15,000
Michigan Council of Arts and Cultural Affairs 4,000
Ann Arbor Area Community Foundation 15,000
Corporate-Business Sponsorships 20,000

What (if any) in-kind contributions do you anticipate? Please state the source of all prospective contributions and their dollar value, listing each on a separate line.

(200 words maximum)

Supplies 15,000
Marketing Materials 10,000
Documentary services 5,000
Partner staff 26,000
Huron River Watershed Council,
Riverside Art Center,
Ypsilanti District Library,
Ann Arbor District Library,
Ann Arbor Public Schools,
Ypsilanti Community Schools

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

(200 words maximum)

WonderFool Productions has produced more than two dozen local public art events using the community engagement model proposed here. Shary Brown has over 30 years of executive and budgeting experience in producing events in Ann Arbor and Ypsilanti, including the Ann Arbor Art Fair, FestiFools, FoolMoon, and ypsiGlow.
Recent contracts with service providers, artists, rentals, support services and fee structures has provided a range of current cost estimates.

8. Marketing and Community Engagement

Briefly describe your desired audience for this project.

(200 words maximum)

WonderFool Productions has a successful track record of creating events that encourage active participation from a diverse cross-section of the community. A broad representation of both the Ann Arbor and Ypsilanti community demographics, in age, economic status, ethnicity, race, gender, and educational status is expected to participate. Audience outreach will done primarily through a variety of city resources; press releases, public art commission call for artists, purchasing, and webpage and Facebook notifications

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

(300 words maximum)

The fundamental strategy is to reach participants through personal connections, through information sent by community organizations, and trusted community entities. The most often used tools are:
Community outreach through WonderFool Productions and Partner social media, newsletters, traditional press and media releases.
Participation in public events.
Appearances and participation with community service organizations
Outreach in parks, schools and with area nature and cultural organizations in their programming
Billboards

In previously produced events WonderFool Productions reached hundreds of community members who participated by making luminaries and puppets in dozens of workshops held in libraries, businesses and non-profit organizations. Tens of artists were commissioned to make pieces and interactive installations for the events and performers and musicians were engaged to create performances for WFP's community based events. Each of these makers, artists, businesses and organizations connects with others to encourage participation and attendance.

How do you plan to engage communities impacted by this project during its planning, development and implementation?

(300 words maximum)

Communities impacted by this project will range from young children to seniors, professionals to underserved groups and across the racial and ethnic spectrum. WonderFools has significant experience serving all of these groups. They ensure total participation by, identifying barriers to participation and providing solutions such as transportation and food at their creative events. WonderFool Productions is skilled at matching artist, nonprofits, service groups, schools, and business, to benefit their unique goals and position in the community.
Host a series of community meetings to determine the community projects and identify partnerships and needs.
Develop educational art programs, with partner organizations, based on community meeting outcomes.
Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.
Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.
Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.
Coordinate park improvements identified in community meetings that will improve community use of parks for the events.
Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.
Encourage workshop participants to bring their masterpieces to FLOAT.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Please list each entity on a separate line. (200 words maximum)

Huron River Watershed Council
Riverside Art Center,
Ypsilanti District Library,
Ann Arbor District Library
Ann Arbor Public Schools
Ypsilanti Community Schools
Ann Arbor's 107one Radio
Local NPR stations (WEMU and WUOM)
MLive
Ann Arbor Observer
Current Magazine
Ann Arbor Parent

Riverside Art Center

9. Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

(300 words maximum)

Link the Ann Arbor and Ypsilanti communities through our shared river, the Huron River
Create positive interactions between individuals, organizations, institutions and local government in the collective celebration and sustainable protection of our parks and river
Foster a positive dialogue between the citizens of Ann Arbor and Ypsilanti
Create accessible educational modules about the river and its role as a critical resource for clean water and a healthy environment
Create opportunities for community built art, interactive experiences and creative expression to build positive sustainable community relationships.

How will you assess the impact of this project?

(250 words maximum)

Surveys taken by each partner
Participant counts and form of participation recorded by each partner and WFP
Social media interactions, images, and connections made
Social media data
Economic impact data from local businesses, organizations and institutions
Surveys at FLOAT events

Name the partner(s) you plan to work with on this assessment.

Please list each entity on a separate line. (150 words maximum)

City of Ann Arbor
Ypsilanti Downtown Development Authority

Riverside Art Center
Ypsilanti Community Schools
Ann Arbor Public Schools
Ann Arbor District Library
Ypsilanti District Library
WonderFool Productions
Professional Survey company

Attachments

Title	File Name
Financials/Budget	City of Ann Arbor - Bloomberg Grant Budget.xlsx
Map	City of Ann Arbor - Bloomberg Challenge - Parks along Huron River A2 to Ypsi Map .pdf
Photos	FestiFools 2016 Myra Klarman.jpg
Proposal/Request	ypsiGLOW 2016 MLive.jpg
Proposal/Request	FoolMoon 2013 Myra Klarman.jpg
Proposal/Request	FestiFools 2010 Myra Klarman.jpg
Proposal/Request	FoolMoon Luminary Workshop 2016 Myra Klarman.jpg

Files attached to this form may be deleted 120 days after submission.

From: Shary Brown
To: Schopieray, Christine
Cc: Allison Buck; Harrison, Venita
Subject: Re: FW: 2018 Bloomberg Challenge - Application Review
Date: Monday, April 16, 2018 3:03:26 PM

I think this is is fine and appreciate the attention you all have given, and on such a short timeline, to make this the best we can.

shary brown
[redacted]

On Mon, Apr 16, 2018, 11:52 AM Schopieray, Christine <CSchopieray@a2gov.org> wrote:

> Please look for highlighted suggestions in the paragraph below
>
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>
> Executive Administrative Assistant
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> Mayor's Office
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> City of Ann Arbor
>
> 734-794-6161 ext. 41602
>
> **From:** Allison Buck [mailto:allisonlbuck13@gmail.com]
> **Sent:** Friday, April 13, 2018 2:05 PM
> **To:** Shary Brown <[redacted]
> **Cc:** Schopieray, Christine <CSchopieray@a2gov.org>; Harrison, Venita <VHarrison@a2gov.org>; Jeri Rosenberg <jerirosenberg7@gmail.com>
> **Subject:** Re: FW: 2018 Bloomberg Challenge - Application Review
>
> See small edits to shorten.
>
> On Fri, Apr 13, 2018 at 12:22 PM Shary Brown <[redacted] wrote:
>
> > How about this 51 word civic issue statement? We only need to reduce it by one word
> >
> > The Huron River links two different (size, economics, race) adjacent towns and is an essential resource and metaphorical connection between communities with a fraught, but mutually

dependent relationship. FLOAT starts the dialog on protecting our shared, fragile resource, providing universal access to clean water and building community trust.

Replace different with distinct? Fraught with separate? Both are new suggestions. Fraught looks to be a word that might not be appreciated by Chris Frost and the Mayor.

Shary Brown

WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools

April 6 and 8, 2018

ypsiGLOW

October 26, 2018

On Fri, Apr 13, 2018 at 10:38 AM, Shary Brown <[redacted] wrote:

> And here it is: ;)
>
> Shary Brown
>
> WonderFool Productions
>
> wonderfoolproductions.org
>
> FoolMoon + FestiFools
>
> April 6 and 8, 2018
>
> ypsiGLOW
>
> October 26, 2018

On Fri, Apr 13, 2018 at 10:38 AM, Shary Brown <[redacted] wrote:

> Hi all,
>
> I made the suggested changes (plus a couple of others) and noted the date and time at the top of the draft as well as my initials.
>
> There is still a little "red" on the draft, which should be pretty easy, except for that pesky civic issue statement.
>
> Please let me know what else you would like to see from us and by when. Once we all agree it's ready, let me know if you need my help in copying and pasting into the application.
>
> Shary
>
> Shary Brown
>
> WonderFool Productions
>
> wonderfoolproductions.org
>
> FoolMoon + FestiFools
>
> April 6 and 8, 2018
>
> ypsiGLOW
>
> October 26, 2018
>
> On Fri, Apr 13, 2018 at 9:38 AM, Shary Brown <[redacted] wrote:
>
>> Venita and Allison,
>>
>> Thanks for the edits and suggestions. Will get to work and make the changes. Would you prefer that I send them back as a word doc and then we make the final changes once we all agree it's good to go?
>>
>> Shary

Shary Brown

WonderFool Productions

wonderfoolproductions.org

FoolMoon + FestiFools

April 6 and 8, 2018

ypsiGLOW

October 26, 2018

On Fri, Apr 13, 2018 at 8:42 AM, Harrison, Venita <VHarrison@a2gov.org> wrote:

> Shary,
>
> I share input from Allison. I have updated Items 4 and 6. Still working on "civic Issue". Please share your input re her additional comments.
>
> Thanks,
>
> Venita
>
> **From:** Allison Buck <allisonlbuck13@gmail.com>
> **Sent:** Thursday, April 12, 2018 9:54 PM
> **To:** Harrison, Venita <VHarrison@a2gov.org>
> **Subject:** Re: 2018 Bloomberg Challenge - Application Review
>
> Attached are my suggestions to clarify things some on the application. The application still doesn't paint quite a clear enough picture of the actual event, but hopefully the attachements could help with that.
>
> Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Thu, Apr 12, 2018 at 3:05 PM, Harrison, Venita <VHarrison@a2gov.org> wrote:

> Hi Allison,
>
> Sharing this draft for your review and input. Please share your thoughts and please share if you see areas where we are "missing" a key opportunity.
>
> Still need to add contact information for Parks staff
>
> Need to add photos attachments
>
> Need to add the map showing the parkland along the Huron River
>
> Also need to add the following hyperlink wonderfoolproductions.org
>
> **Venita Harrison**
>
> MANAGEMENT ASSISTANT
> City of Ann Arbor | Public Services Administration
> 301 E Huron Street | Ann Arbor, MI 48104
>
> **a2gov.org** | Phone: (734) 794-6000 x 43102 | Fax: (734) 994-1816

A2_Be_Safe_Logo_for_e-Signature1

From: Allison Buck
To: Harrison, Venita
Subject: Re: ScannedDoc.44.pdf
Date: Monday, April 16, 2018 3:10:42 PM

Civic issue still includes the word fraught...

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Mon, Apr 16, 2018 at 2:31 PM, Harrison, Venita <VHarrison@a2gov.org> wrote:

> Everyone,
>
> Sharing what I believe to be our final document. Please review and let us know your thoughts. We'll also share this version with Mayor Taylor, City Administrator Lazarus and Craig Hupy for their input.
>
> Thank you!

From: Allison Buck
To: Harrison, Venita
Subject: Re: ScannedDoc.44.pdf
Date: Monday, April 16, 2018 3:16:33 PM

Venita,

Can you please share the attachments too?

Allison Buck

*"Art enables us to find ourselves and lose ourselves at the same time." -**Thomas Merton***

On Mon, Apr 16, 2018 at 2:31 PM, Harrison, Venita <VHarrison@a2gov.org> wrote:

> Everyone,
>
> Sharing what I believe to be our final document. Please review and let us know your thoughts. We'll also share this version with Mayor Taylor, City Administrator Lazarus and Craig Hupy for their input.
>
> Thank you!

From:	Harrison, Venita
To:	Shary Brown; Jeri Rosenberg; Allison Buck; Schopieray, Christine
Subject:	FW: ScannedDoc.44.pdf
Date:	Monday, April 16, 2018 3:25:44 PM
Attachments:	FoolMoon Luminary Workshop 2016_Myra Klarman.jpg ypsiGLOW 2016_MLive.jpg FoolMoon 2013_Myra Klarman.jpg FestiFools 2010_Myra Klarman.jpg FestiFools 2016_Myra Klarman.jpg City of Ann Arbor - Bloomberg Challenge - Parks along Huron River A2 to Ypsi Map_.pdf City of Ann Arbor - Bloomberg Grant Budget.xlsx

---

As requested.

From: Allison Buck <allisonlbuck13@gmail.com>
Sent: Monday, April 16, 2018 3:16 PM
To: Harrison, Venita <VHarrison@a2gov.org>
Subject: Re: ScannedDoc.44.pdf

Venita,

Can you please share the attachments too?

Allison Buck

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> Everyone,
> Sharing what I believe to be our final document. Please review and let us know your thoughts. We'll also share this version with Mayor Taylor, City Administrator Lazarus and Craig Hupy for their input.
>
> Thank you!

JUST DO IT.
Michelle
myraklarman.com

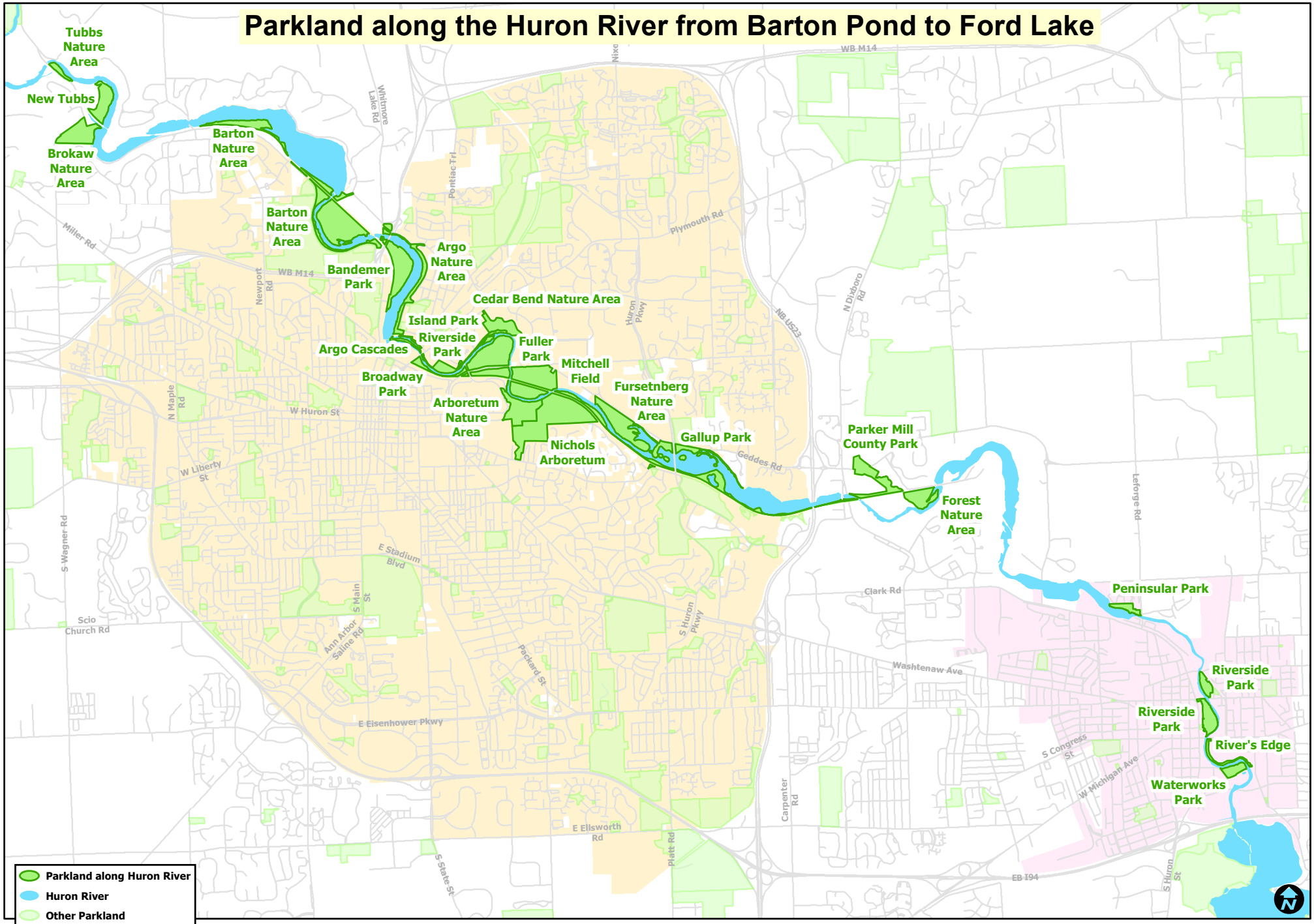
YPSI
GLOW

bd mongolian bd grill
ON S. MAIN ST
myraklarman.com

myraklarman.com

myraklarman.com

Parkland along the Huron River from Barton Pond to Ford Lake



Map date 4/11/2018

Any aerial imagery is circa 2015 unless otherwise noted

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2018 Public Art Challenge - Projected Budget

Ann Arbor, Michigan

FLOAT

Project Expenses

Personnel

Artistic/Curatorial Fees	$125,000
Administrative Costs	$175,000
Partner Support	$75,000

Production

Fabrication	$30,000
Installation	$10,000
Deinstallation	$5,000
Materials to Partners	$125,000

Operations

Security	$50,000
Maintenance	$25,000
Rentals (Tents, Power, Studio, Meeting Rooms)	$75,000

Communications

Media Relations	$30,000
Marketing	$50,000
Documentation	$50,000
Videographer	$50,000

Audience Outreach

Public Programs	$75,000
Community Engagement	$125,000
Other (please explain)	$0

Evaluation	$25,000

TOTAL PROJECT EXPENSES	**$1,100,000**

Project Income

Committed Funds (if any)	(as of March 2018 - list sources below, separate each with a comma)	$0
In-kind Support (if any)	(list sources below, separate each with a comma)	$60,000
	Marketing Materials 10,000 Documentary services 5,000 Partner staff (below) 30,000	
Amount Requested from Bloomberg Philanthropies	(representing less than 100% of total project expenses)	$975,000
Additional Project Support to be raised	(list sources below, separate each with a comma)	$65,000
	Private Donations, In-Kind Staff from Partners, Corporate Sponsorships, Public Grants, Foundation Grants	
TOTAL PROJECT INCOME		**$1,100,000**

From:	Schopieray, Christine
To:	Christopher Taylor; Taylor, Christopher (Mayor)
Cc:	Frost, Christopher
Subject:	Mayoral support letter for Bloomberg Public Art Challenge
Date:	Tuesday, April 17, 2018 10:11:00 AM
Attachments:	Mayor"s support letter for 2018 Bloomberg Public Art Challenge.docx

---

Good morning Christopher,
Please review the attached support letter for the Bloomberg Public Art Challenge. The underlined links should go live when clicked on. Please advise as to any changes.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

April 19, 2018

Dear Bloomberg Philanthropies Public Art Challenge,

The City of Ann Arbor has earned the reputation of being an art destination of the Midwest and one of the top ten best cities to live in (2018 poll by Niche.com). As Mayor of the City of Ann Arbor, I hope to continue to grow the reputation of the City of Ann Arbor and to expose our residents and visitors to the transformative power of experiencing art firsthand.

Climate change is occurring at its most rapid rate to date (https://climate.nasa.gov/evidence/) and surrounding states are diverting water from the Great Lakes, at the same time Michigan communities lack potable water, and thus the City of Ann Arbor has aspired to increase the awareness and importance of preserving our valued resource of water. I am excited to support "Float" as an ambitious new art project that will focus on sustainability and bring awareness to one of the most beautiful aspects of our city and an invaluable resource, the Huron River. In partnership with WonderFool Productions, a local non-profit participatory arts organization, the City of Ann Arbor will utilize the Huron River, an essential shared resource that runs through Ann Arbor and the neighboring City of Ypsilanti, to physically and metaphorically connect these communities. Through workshops in local parks and partner facilities along the river both communities will engage with one another to build greater understanding of the value of the Huron River and the need to keep our waterways healthy and sustainable. It is our hope that FLOAT will be able to break down barriers between our city's residents and those of Ypsilanti and allow us to come together in a community built art festival that will float, walk, illuminate and ride between the two communities, celebrating and highlighting our shared resource, the Huron River.

WonderFool Productions has been a consistent partner in bringing the art experience to the community with FoolMoon–their luminary event, FestiFools-a giant puppet parade, and ypsiGlow their Halloween celebration. Their founder Shary Brown has over 30 years of executive experience directing the Ann Arbor Art Fair and generating enthusiasm for community events. Because of this immense amount of experience and expertise, the City of Ann Arbor is excited to partner with WonderFool Productions to produce FLOAT. Additionally, WonderFool Productions will facilitate partnerships with the Huron River Watershed Commission, Riverside Art Center, Ypsilanti and Ann Arbor District Libraries and Ann Arbor and Ypsilanti Public Schools and a host of local artists to bring this project to fruition. Finally, the City of Ann Arbor Public Works, Ann Arbor Public Art Commission, City Parks, Water Resources, and several other city departments will work with WonderFool Productions to provide necessary support and resources in order to produce an outstanding public art event. Thank you for considering our proposal.

Sincerely,

Christopher Taylor
Mayor of the City of Ann Arbor

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FoolMoon¶
FestiFools¶
ypsiGLOW

From:	Taylor, Christopher (Mayor)
To:	Schopieray, Christine; Christopher Taylor
Cc:	Frost, Christopher
Subject:	RE: Mayoral support letter for Bloomberg Public Art Challenge
Date:	Tuesday, April 17, 2018 10:19:49 AM

Good by me.

Christopher Taylor
Mayor of the City of Ann Arbor
301 East Huron Street
Ann Arbor, Michigan 48104
734-794-6161

From: Schopieray, Christine
Sent: Tuesday, April 17, 2018 10:11 AM
To: Christopher Taylor; Taylor, Christopher (Mayor)
Cc: Frost, Christopher
Subject: Mayoral support letter for Bloomberg Public Art Challenge

Good morning Christopher,
Please review the attached support letter for the Bloomberg Public Art Challenge. The underlined links should go live when clicked on. Please advise as to any changes.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Schopieray, Christine
To:	Frost, Christopher
Subject:	FW: Mayoral support letter for Bloomberg Public Art Challenge
Date:	Tuesday, April 17, 2018 11:54:00 AM
Attachments:	Mayor"s support letter for 2018 Bloomberg Public Art Challenge.docx

---

Hi Chris,
The Mayor is fine with his support letter. Can you please let me know if there are any changes you think should be made before I attach it? Please advise.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Taylor, Christopher (Mayor)
Sent: Tuesday, April 17, 2018 10:20 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Christopher Taylor <ctaylor@hooperhathaway.com>
Cc: Frost, Christopher <CFrost@a2gov.org>
Subject: RE: Mayoral support letter for Bloomberg Public Art Challenge

Good by me.

Christopher Taylor
Mayor of the City of Ann Arbor
301 East Huron Street
Ann Arbor, Michigan 48104
734-794-6161

From: Schopieray, Christine
Sent: Tuesday, April 17, 2018 10:11 AM
To: Christopher Taylor; Taylor, Christopher (Mayor)
Cc: Frost, Christopher
Subject: Mayoral support letter for Bloomberg Public Art Challenge

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City of Ann Arbor

734-794-6161 ext. 41602

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Sincerely,

Christopher Taylor
Mayor of the City of Ann Arbor

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FoolMoon¶
FestiFools¶
ypsiGLOW

From: Frost, Christopher
To: Schopieray, Christine
Subject: RE: Mayoral support letter for Bloomberg Public Art Challenge
Date: Tuesday, April 17, 2018 5:13:21 PM

I made a couple of edits in the application to correctly state the role of the Public Art Commission and Council. Otherwise ok.

From: Schopieray, Christine
Sent: Tuesday, April 17, 2018 11:54 AM
To: Frost, Christopher <CFrost@a2gov.org>
Subject: FW: Mayoral support letter for Bloomberg Public Art Challenge

Hi Chris,
The Mayor is fine with his support letter. Can you please let me know if there are any changes you think should be made before I attach it? Please advise.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Taylor, Christopher (Mayor)
Sent: Tuesday, April 17, 2018 10:20 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Christopher Taylor <ctaylor@hooperhathaway.com>
Cc: Frost, Christopher <CFrost@a2gov.org>
Subject: RE: Mayoral support letter for Bloomberg Public Art Challenge

Good by me.

Christopher Taylor
Mayor of the City of Ann Arbor
301 East Huron Street
Ann Arbor, Michigan 48104
734-794-6161

From: Schopieray, Christine
Sent: Tuesday, April 17, 2018 10:11 AM
To: Christopher Taylor; Taylor, Christopher (Mayor)
Cc: Frost, Christopher
Subject: Mayoral support letter for Bloomberg Public Art Challenge

Good morning Christopher,

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Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Schopieray, Christine
To:	Frost, Christopher
Cc:	Harrison, Venita
Subject:	RE: Mayoral support letter for Bloomberg Public Art Challenge
Date:	Wednesday, April 18, 2018 9:22:16 AM

Good morning Chris,
Venita and I have tried to access our application for the Bloomberg Public Art Challenge and cannot access it as it is no longer accepting our email/password. We are wondering if perhaps you had accidentally submitted it instead of simply closing out of it. Any recollection? I have emailed the organization to see if we can regain access and am hoping to hear from them this morning. Please advise.
Sincerely,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Frost, Christopher
Sent: Tuesday, April 17, 2018 5:13 PM
To: Schopieray, Christine <CSchopieray@a2gov.org>
Subject: RE: Mayoral support letter for Bloomberg Public Art Challenge

I made a couple of edits in the application to correctly state the role of the Public Art Commission and Council. Otherwise ok.

From: Schopieray, Christine
Sent: Tuesday, April 17, 2018 11:54 AM
To: Frost, Christopher <CFrost@a2gov.org>
Subject: FW: Mayoral support letter for Bloomberg Public Art Challenge

Hi Chris,
The Mayor is fine with his support letter. Can you please let me know if there are any changes you think should be made before I attach it? Please advise.
Thanks,
Christine

Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From: Taylor, Christopher (Mayor)
Sent: Tuesday, April 17, 2018 10:20 AM
To: Schopieray, Christine <CSchopieray@a2gov.org>; Christopher Taylor <ctaylor@hooperhathaway.com>
Cc: Frost, Christopher <CFrost@a2gov.org>
Subject: RE: Mayoral support letter for Bloomberg Public Art Challenge

Good by me.

Christopher Taylor
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301 East Huron Street
Ann Arbor, Michigan 48104
734-794-6161

From: Schopieray, Christine
Sent: Tuesday, April 17, 2018 10:11 AM
To: Christopher Taylor; Taylor, Christopher (Mayor)
Cc: Frost, Christopher
Subject: Mayoral support letter for Bloomberg Public Art Challenge

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Thanks,
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Christine Schopieray
Executive Administrative Assistant
Mayor's Office
City of Ann Arbor
734-794-6161 ext. 41602

From:	Frost, Christopher
To:	Hupy, Craig; Lazarus, Howard; Smith, Colin
Cc:	Higgins, Sara; Schopieray, Christine
Subject:	Bloomberg Public Art Challenge
Date:	Wednesday, April 18, 2018 12:04:15 PM

Craig, Colin, Howard,

The Mayor's letter for the Bloomberg Public Art Challenge states:

"…the City of Ann Arbor Public Works, Ann Arbor Public Art Commission, City Parks, Water Resources, and several other city departments will work with WonderFool Productions to provide necessary support and resources in order to produce an outstanding public art event."

Is everyone okay with this statement as written?

This will be submitted tomorrow morning.

Christopher M. Frost | Senior Assistant City Attorney
City of Ann Arbor | 301 E. Huron St., PO Box 8647 | Ann Arbor, Michigan 48107
734.794.6186 Direct | 734.794.6170 Office | 734.994.4954 Fax | cfrost@a2gov.org

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From:	Smith, Colin
To:	Frost, Christopher; Hupy, Craig; Lazarus, Howard
Cc:	Higgins, Sara; Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Wednesday, April 18, 2018 12:30:33 PM

Yes, it's fine by me.
Colin

From: Frost, Christopher
Sent: Wednesday, April 18, 2018 12:04 PM
To: Hupy, Craig; Lazarus, Howard; Smith, Colin
Cc: Higgins, Sara; Schopieray, Christine
Subject: Bloomberg Public Art Challenge

Craig, Colin, Howard,

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This will be submitted tomorrow morning.

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From:	Frost, Christopher
To:	Schopieray, Christine
Subject:	RE: Bloomberg Public Art Challenge
Date:	Wednesday, April 18, 2018 4:03:36 PM

Ready to go.

From: Hupy, Craig
Sent: Wednesday, April 18, 2018 12:59 PM
To: Frost, Christopher <CFrost@a2gov.org>
Subject: RE: Bloomberg Public Art Challenge

ok

From: Frost, Christopher
Sent: Wednesday, April 18, 2018 12:04 PM
To: Hupy, Craig <CHupy@a2gov.org>; Lazarus, Howard <HLazarus@a2gov.org>; Smith, Colin <CSSmith@a2gov.org>
Cc: Higgins, Sara <SHiggins@a2gov.org>; Schopieray, Christine <CSchopieray@a2gov.org>
Subject: Bloomberg Public Art Challenge

Craig, Colin, Howard,

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"…the City of Ann Arbor Public Works, Ann Arbor Public Art Commission, City Parks, Water Resources, and several other city departments will work with WonderFool Productions to provide necessary support and resources in order to produce an outstanding public art event."

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Christopher M. Frost | Senior Assistant City Attorney
City of Ann Arbor | 301 E. Huron St., PO Box 8647 | Ann Arbor, Michigan 48107
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